

My WASHING MACHINE BROKE So I CALLED A TV REPAIRMAN

It sounds **CRAZY** doesn't it?

That's what I thought when I walked into the recent Oilsands tradeshow in Edmonton. I was bombarded by company after company telling me they were an expert in **EVERYTHING**, before they even knew what **MY** problem was.

It made me feel like they were an expert in **NOTHING!**

Who ever heard of an Expert Jack-of-All-Trades?

NOT ME!



Pushy businesses telling you they're an expert in **EVERYTHING** are an expert in **NOTHING!**



Choosing the wrong solution leads to more problems.

So Why Wouldn't I Call a TV Repairman to Fix My Washing Machine?

Because that is NOT their expertise.

Just because he knows how to fix TVs doesn't mean he can fix your washing machine.

This is exactly the case in the business

Lots of companies are jumping up and down to get business and making promises they can't keep.

So you end up with a Band-Aid solution rather than a permanent fix.

What Else?

- You're stuck struggling to make the solution work
- You waste money
- You miss opportunities
- You waste time - and we all know how valuable our time is (you can't get it back!)

That's why when you're seeking a solution for a defined problem you should go to the experts in that field rather than a "solve-everything-solve-nothing company."

Immediately you will notice the difference when dealing with a company that is an expert in it's niche vs. a big box company.

- You'll have access to the knowledge base they've acquired over hundreds of hours of research and development
- Answers to questions you didn't even know you should be asking
- Industry insider discounts and savings
- One-on-one personal service (it's like visiting your local neighborhood family-run grocer vs a crazy, understaffed and stressful big box store).



"The HotButton team works together to create expert solutions"

I know that my clients experience a positive difference when they walk through the doors of HotButton Solutions.

There is a HUGE difference between struggling with a company to develop a Band-Aid solution and working with one that is providing you with a long term solution.

Jane's Hot Tech Times Advice:

We can't be experts in all things. It just doesn't make sense.

(It's not even possible)

Figure out who's the expert and look to them for answers. Don't struggle through a Band-Aid solution.

And I'd like to think that when you're thinking about a field data capture solution you'll



Who you gonna call!!

"Who You Gonna call!?"

You're going to call the experts.

You know that you can trust them, rely on them, and that your end result will be an excellent solution you can confidently stand behind.

P.S. In case you didn't hear, the experts on my team have created a handheld data capture solution compatible with PVR 4.X and PVR 5.X. HDS (Handheld Data Collection Solution) can now collect field data on a handheld and transfer it to PVR 4.X or PVR 5.X. Email me to start your 30 day FREE trial NOW!