

## Successful Companies Have a “Never-Ending Conversation” with Their Clients

Technology author Karl Palachuk announced that Bob Nitrio – a long-time leader in the small business IT community – will be a featured speaker at the first major Online Conference for Small Business IT Consultants, Managing for Success 2012 in June, hosted by Small Biz Thoughts. Nitrio’s talk is entitled “Have a Never-Ending Conversation with Your Clients.”

Sacramento, CA, June 13, 2012 – Technology author Karl Palachuk announced that Bob Nitrio – a long-time leader in the small business IT community – will be a featured speaker at the first major Online Conference for Small Business IT Consultants, Managing for Success 2012 in June, hosted by Small Biz Thoughts. Nitrio’s talk is entitled “Have a Never-Ending Conversation with Your Clients.”

Managing for Success 2012 will be held “online” June 26-28, 2012 and features eighteen hours of training for IT professionals, computer consultants, and managed service providers who focus on the Small and Medium Business market.

Nitrio is the CEO of Ranvest Associates, a business technology consulting firm that he founded in 1992 in Sacramento, California. The company provides strategic business consulting and technology solutions to the small business market. He is also a long-time leader in the IT consulting community.

“We are very excited to have Bob as a featured speaker for this conference,” said Palachuk. “He has been successful in two different industries and has a powerful customer service approach.”

As an influential member of the consulting community, Nitrio spends a lot of time communicating with vendors as well as clients. “Of all the communications we engage in,” he says, “the communication with clients is the most critical. Every single communication has a follow-up. When there’s no more follow-up, there’s no more client!”

As the co-founder and leader of the Sacramento SMB IT Pros, Nitrio maintains close ties with like-minded peers who seek to constantly improve their ability to deliver the very best support for their clients. Nitrio is an Advisory Board member for Everything Channel’s XChange programs, which bring high level computer executives together with IT consultants for the purpose of fostering and extending their mutual business relationships. He also is a member of Samsung’s new Innovation Council which is focused on the computer-related portion of Samsung’s global business operations.

Other conference speakers include Ken Thoreson and Jeannine Edwards. Thoreson is a well-known sales management consultant, recently named as one of the Top 50 Sales and Marketing Influencers of the Year for 2012 by Top Sales World. See [www.topsalesworld.com/topInfluencers.php](http://www.topsalesworld.com/topInfluencers.php) for more information. Thoreson is the president of Acumen Management Group. For more information, visit [www.YourSalesManagementGuru.com](http://www.YourSalesManagementGuru.com).



Edwards is the Director of ConnectWise and LabTech Communities and will be speaking on how small IT companies can dramatically increase their cloud services revenue. Edwards has more than twelve years of diversified Business-to-Business development experience in the technology industry. She has become a well-known figure in the IT Solution Provider channel.

The conference is “virtual” (online only) and will run 9:00 AM to 4:00 PM each day on June 26-28, 2012. Attendees can choose to listen live or also have access to the recorded sessions. In all, the conference will broadcast eighteen hours of programming in three days. Conference Platinum sponsors include ConnectWise and LabTech.

To learn more about Managing for Success 2012, visit [www.smbonlineconference.com](http://www.smbonlineconference.com).

### **About Ranvest**

By becoming intimately familiar with each client’s operations, he guides them through an analytical process designed to streamline and enhance their operations. Appropriate technology solutions are introduced to achieve increased efficiency, productivity and profitability. The ultimate goal is to create an organizational culture focused on business continuity – keeping the client in business profitably every day until they are ready to execute their exit strategy. For more information, visit [www.ranvest.com](http://www.ranvest.com).

### **About ConnectWise**

Designed exclusively for the IT Channel, ConnectWise is the leading business management solution for service providers, MSPs, technology consultants, integrators, and developers. Today more than 62,000 IT professionals rely on ConnectWise to achieve greater accountability, operational efficiency and profitability. ConnectWise fully integrates CRM, sales, help desk ticket and tracking, project tracking, IT service management, SLAs, dispatch scheduling, mobile IT services, time and expenses into a singular IT management software to dramatically streamline IT companies. Over the last 29 years, ConnectWise has become the premier business operating system for IT solution providers. ConnectWise APIs are accessed by over 300 organizations, including ConnectWise partners and industry leaders of the IT Nation. For more information visit [www.ConnectWise.com](http://www.ConnectWise.com) or call 800-671-6898.

### **About LabTech Software**

LabTech is the only Managed Service tool for remote monitoring, management, (RMM) and automation developed by a Managed Service Provider (MSP) for MSPs. Our affordable, agent-based solution so closely emulates what technicians do in the field that techs can provide the same support remotely. Because we understand how to manage a growing MSP business, we make it easier to procure their software and allow partners to add agents as they grow. For more information please visit [www.LabTechSoftware.com](http://www.LabTechSoftware.com) or call 877-522-8323.

### **About Small Biz Thoughts**

Small Biz Thoughts is the training and content division of Great Little Book Publishing Co., Inc. Their programs are geared specifically for the Managed Service Provider and SMB Consultant communities. Their focus on future trends has helped them to build a reputation as a trusted advisor to fans and friends around the world. For more information, visit [www.smallbizthoughts.com](http://www.smallbizthoughts.com).

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