

Can Web Designers Speak English?

Sometimes it can be difficult to talk with "techies". I'm sure you know the stereotypes. Do you remember Saturday Night Live's character, Nick Burns Your Company's Computer Guy, who was a condescending computer expert and don't forget the computer the guy (yes, it is usually a guy) who talks in acronyms and jargon? These are all symptoms of the same issue. Some computer people may not have a high level of social intelligence or verbal ability. (Isn't that a nice way of saying it?) Here are 5 skills that you should expect from your web designer and they are not negotiable.

1. Listening

Your web designer should listen to you. In order for designers to create a solution for you they must understand what you want. If your designer is unable to listen then your project is doomed from the start. To test their listening ability ask your designer to repeat your requirements back to you.

2. Translating

Your web designer should be able to translate your business needs into technical specifications. This requires some business knowledge on their part, but it is better than you having to learn the techie stuff.

3. Suggestions

Your web designer should be able to offer suggestions to give you ideas about business, technical and creative aspects of the project.

4. No Jargon

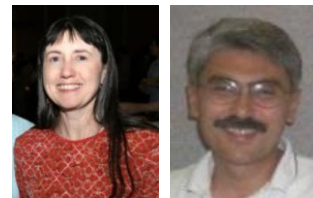
Your web design should speak using words you can understand and not computer jargon.

Good luck on your next computer project and don't lower your expectations.

welcome

Summer is winding down as vacations turn into school days. We hope you had a terrific summer and are looking forward to a productive fall.

As always, our goal is to provide you with information that will help you use the internet to improve your business.



Lynn & Dick Slackman
Owners of tenby technologies

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news

CelebrateYouNow.com web site debuts. Diann Robins looks forward to helping you with your health and beauty needs.

Coming soon:

People in Business will have a new web site with social networking features.

Questions and Answers

Q: Do I need to get involved in social networks?

A: Over the past three years social networks have begun to have a larger impact on business. Most young adults between the ages of 16 to 21 are members of at least one social networking site, and many use multiple sites. While adults have been slower to pick up the banner, more adults are starting to become involved. If kids and young adults are part of your target market it would benefit you to become a member of a social network.

Q: What is the value of being in a business social network?

A: Most people use social networks to keep in touch with their friends. Business people can use social networks as a way to expand their network of contacts and to reinforce your existing network. Would you go to a business meeting and not speak to anyone? Of course not. The value of an online business social network comes from the networking interaction.

Send us your questions and if we use them we will send you a small prize. Email your questions, with your name and address, to [QUESTIONS](#) . Thanks.

recommended reading

Does the ability to sell come naturally or is it learned? Jeffrey Gittomer contends that it can be developed. He says selling requires study, practice and preparation. His book **The Sales Bible** takes you through many aspects of honing your sales skills with examples, both specific and general.



specials

Do you need a quick shot of advertising on the internet?

A **web flyer** is a single page, single purpose web site that can be developed on short notice. Web flyers are the equivalent of a bulletin board flyer. They speak strongly and directly to a single point. They are perfect to promote a product, to announce a new service or just speak to a new set of clients. Web flyers are so economical that they can be considered disposable.

tenby technologies is running a special in September on web flyers. For more information please contact us at [Web Flyers](#).

recommended web sites

One of the great things about blogging is that now you get to hear from so many more interesting people than in the past. **Frank Addante**, like other entrepreneurs has strong opinions, but at least his are worth listening to. His blog is focused on his past and current experiences building start-ups. He goes into great detail about the issues and challenges he faces. <http://founderblog.com/>

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