



November 2020

# News from TRICOM

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### Finding New Ways to Connect

If there's one thing the coronavirus pandemic has taught us is that we need to find new ways to connect with one another when the old methods aren't available or as effective. We're seeing that happening in a variety of ways from conferences migrating to virtual platforms to the uptick in video conferencing. In fact, if there's a silver of a silver lining to this pandemic, it's been that

more people have been focused on finding new avenues to stay connected in more meaningful ways.

This "new normal" for business (and frankly, all) relationships has shown us that there is a great need for human interaction.

Shelly Wilkinson, TRICOM Director of Sales, has noticed that in the twenty-five plus years that she's been in sales, she's seen more and more of a focus on human-to-human connection since the onset of the pandemic. Shelly explained, "When we realized the work from home status was going to last longer than originally anticipated, I started doing more Zoom calls with my team in an effort to keep our close-knit relationships in place and at least 'see' each other instead of just a voice on the other end of the phone."

Sometimes, the best way to move forward is to reach out and make sure everyone is ok. In that vein, we've outlined four ways to help guide these interactions as we all find new ways to stay connected and develop deeper, more meaningful relationships.

[CLICK HERE](#) TO READ THE FULL ARTICLE.

### This Month's Webinar: Credit and Collections: The 5 Things You Should Do Right Now



Duration: 1 hour  
Cost: Complimentary

[Click to View Presentation! >>](#)

Join TRICOM and Adams, Evans & Ross for our November *Industry Insider* webinar series as Wilson Cole breaks down the five things you should do right now regarding your credit collections and company finances to prepare for business after Covid.

### Did You Know? Meet a Preferred Partner: AkkenCloud

TRICOM has compiled a list of Preferred Partners who meet our high standards for service and quality. One such provider is AkkenCloud. AkkenCloud is the most comprehensive, enterprise, cloud-based platform available for staffing and recruiting agencies, built to streamline front office, inter office, and back office workflow. With the use of the AkkenCloud platform, customers have seen an increase in efficiency, placements, and profitability. Managing over 14.8 million candidates and 33,000 users within one platform, the size and success of AkkenCloud customers continue to grow daily. For more information visit [akkencloud.com](#).



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### This Month's Webinar:

**Credit and Collections:  
The 5 Things You Should  
Do Right Now**

**Duration:** 1 hour  
**Cost:** COMPLIMENTARY

[Click to View! >>](#)

### Events:

**November 26** — TRICOM office closed for Thanksgiving holiday.

**December 24** — TRICOM office closes at 12 pm CST for Christmas holiday.

**December 25** — TRICOM office closed for Christmas holiday.

### New On TRICOM.com!

Last month's *Industry Insider* webinar, *Updates and Application Preparation Regarding PPP Loan Forgiveness*, is now online! TRICOM and UHY Advisors provide the most current updates regarding the SBA guidance as you prepare to file your Paycheck Protection Program application for forgiveness. The presenters will cover audit procedures, safe harbor elections, and the documentation required for the application process. [Click here](#) to view the webinar presentation.

**PLUS.... Check out our new Podcast section on our homepage at TRICOM.com!**

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