

### eVantage Training What Is It?

#### The Material...

The curriculum used in eVantage will give you an organized approach to creating a working internet plan to launch your business into the world of e-commerce. Every session and workbook exercise incorporates the real-world experience and knowledge of the facilitators. The content is real, not theory.

#### The Format...

eVantage now provides a combination of Off-Site instruction and consultations requiring approximately 24 hours of attendee work and up to 30 hours of one-on-one time with the facilitators. If the attendee participates, they will arrive at a working plan to implement a successful e-business strategy within their organization. All Off-Site attendees also have the option to attend any or all sessions of a future eVantage course.

#### The Facilitators...

The eVantage course is lead by facilitators who actively run a web based business and face the challenges you will encounter as you develop your web initiative. Instruction is given based on experience, not hypothesis. (See back of this page for instructor backgrounds.)

### eVantage Registration How-to, Investment

#### To Register

##### Go Online:

[www.InternetSalesPlus.biz](http://www.InternetSalesPlus.biz)

##### Call:

Toll Free at 1-877-623-4653

##### Cost:

\$499 per company for two participants.

##### Your ROI:

24 hours of instruction, up to 30 hours of free consultation, a working e-business plan, attendee networking, and free products from our corporate sponsors!

**Over a \$3,000.00 value!**

**Questions? Talk to the Instructors...**

**PH: 937-475-4572 Toll Free: 877-623-4653**

### NEW! Off-Site Format

For those unable to attend classes

Sometimes it is just too rough to fit six class sessions into a busy schedule. ISP has the solution! Companies who choose to, may sign up for eVantage in an Off-Site format. Attendees cover the same topics as those covered in classroom sessions by using enhanced training materials.

Workbook exercises, in-class presentations and instructional materials normally given in class are all interwoven to attempt to duplicate as much of the classroom experience as possible.

Off-Site attendees will be given access to on-line materials and exercises to support written curriculum. And, ISP will hold a minimum of two consultations with each attendee during the learning process. All Off-Site attendees also have the option to attend any or all sessions of a future eVantage course. Here is how it works:

#### Step One

ISP and attendee meet to go over eVantage materials and course expectations. Attendee will receive the eVantage course books at this time.

#### Step Two

Attendee proceeds through the course material at a pace that will cover all topics within a six week period. Attendee will have access to on-line support via email, instant messaging and web-based content. ISP personnel are also available to consult with attendees at any time during the self study period.

#### Step Three

Upon completion, ISP will meet with the attendee to lay-out a formal plan of action for the website initiative needed. At that time, the attendee and ISP will also allocate the remainder of the 30 hours of consulting hours available to the attendee.

#### Step Four

ISP will work with the attendee throughout the remainder of the process outlined to attain the web initiative identified in Step Three. Most attendees are able to accomplish their desired web initiative within the 30 hours of consulting provided. Should an attendee's initiative overrun the 30 hours, ISP will work to create a satisfactory arrangement to complete the project.



### What Makes eVantage Special?

Listen to our attendees...

- "I find the info on what I DIDN'T know so enlightening."
- "Bottom line, this is a great class."
- "Amazing at how beneficial and motivating this session is."
- "Practical information that can be used immediately."
- "Earl and Frank work well together and their tag-team approach is refreshing."
- "In class exercise was great!"
- "I look forward to this class every week!"
- "Useful hands-on web information today."
- "Never knew how much I didn't know."
- "This was very interesting and useful - I knew nothing about market data, marketing or selling on the web before this!"
- "...A great session...you do a fantastic job of bringing the technology to an understandable level."



Earl Gregorich (L) and  
Frank Wollenhaupt (R)

### Meet the Instructors...

The Owners of Internet Sales Plus, LLC

**Earl Gregorich** – Presently, Earl is the President of Internet Sales Plus LLC, an Internet Marketing and Training Company. Previously, he was the Manager of Information Systems for a \$12M industrial and welding supply company. He has received certification as an Internet Webmaster, has over fifteen years computer experience and four years production management in the US Air Force. Sales experience includes four years retail sales, five years wholesale operations as a GM and four years in internet/phone sales. Earl also has five years experience in customer relations.

**Frank Wollenhaupt** - Currently, Frank is Vice President of Internet Sales Plus LLC. He most recently worked as the Marketing Manager for a local, family owned welding/industrial sales business where he assisted in growing an internet division of the company from conception to \$750K in sales in three years. He has

worked in the past for a multi-national welding supply wholesaler as their Manager of New Products and Marketing. His job description is to find new products, run product evaluations, visit manufacturing plants and establish a program of distribution that benefits both the company and the customer.

**Evaluations from each class session show that three out of four attendees rate our eVantage program "Excellent".**

### Why You Should Attend eVantage

- Flexible course formats allow sharing of ideas, not instructor lead lectures.
- Opportunity to realize instant ROI with a working e-commerce plan upon eVantage graduation.
- Develop long lasting relationships with companies attending eVantage creating your own support network
- Learn how to apply current technology and creative solutions to your business to improve sales, profits and customer service

*Bottom line, your organization will gain a more competitive position within your market!*

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*Kent State University may provide the technology resources for online sessions. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. For arrangements, call the Ohio SBDC at 614-466-2711 or 800-848-1300, extension 6-2711, or via the web at [www.odod.state.oh.us/sbdc](http://www.odod.state.oh.us/sbdc).*

