

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 24 hours of round-table instruction and up to 30 hours of one-on-one time with the instructors. The round-table format encourages participation and allows your clients to gain from the experiences of the group and the facilitator. If you participate, you will graduate with a working plan to implement a successful e-business strategy within your organization.

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 Dates, Times, Investment

Dates:

For current schedule of dates and times call 937-475-4572 or visit our website at www.InternetSalesPlus.biz.

Location:

Classes regularly held in Dayton, Springfield, Cincinnati, Piqua and other SBDC offices throughout Ohio.

Cost:

\$499 per company for two participants.

Your ROI:

24 hours of instruction, 30 hours of free consultation, free access to Kent State University web based training course, a working e-business plan, attendee networking, and supplemental training materials!

Over a \$3,000.00 value!

Questions? Talk to the Instructors...

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

Session One (4 Hours)

- Website Structures & Where Your Business Fits In
- E-Business Strategic Factors
- Positives/Negatives of Web Exposure
- Multi-Channel Challenges

Session Two (4 Hours)

- The Main Goals of Most Websites
- Your Current Business vs. e-Business
- Identifying Money Saving Processes
- Adjusting Company Structure

Session Three (4 Hours)

- Creating a Positive Customer Response
- Maintaining Core Business Processes
- Customer Service – More Important than Ever
- Customer Comparisons Now Easier to Do
- Establishing Credibility On Line
- Order Processing/Fulfillment Issues
- General Concerns

Session Four (4 Hours)

- Marketing and Selling - How to Get Found
- Electronic Marketing
- Negative Sides of E Marketing
- Key Words and Search Terms
- Pay-Per-Click Strategies
- Catalogs & Ads You Use Today



Session Five (4 Hours)

- Inherent Risks to E-Business
- Technology Considerations
- Hosting Company Considerations
- Website Planning and Design
- Design Elements
- Development, Testing, Publishing and Maintenance

Session Six (4 Hours)

- Monitoring Site Performance
- Monitoring Competition
- Customer Service Metrics
- Industry Performance Statistics
- Banking and Financial Considerations
- Merchant Accounts, Wire Transfers
- Shopping Cart Automation
- Fraud
- Taxation Trends
- Resources

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

- Open learning atmosphere allows 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.

