

Meet the Instructors

Earl Gregorich – Presently, Earl is the President of Internet Sales Plus LLC, an Internet Marketing and Training Company. Before that 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.

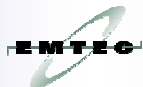
Frank Wollenhaupt - Currently, Frank is Vice President of Internet Sales Plus LLC. He most recently worked as the Marketing Manager for a local family owned welding/industrial sales business where he assisted in growing an internet division of the company from conception to \$750K in sales in three years.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

Questions? Talk to the Instructors...

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

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Kent State University provides the technology resources for the 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.



Internet Sales Plus, LLC
PO Box 303
Dayton, OH 45401

eVantageTM Program

Giving Small Business a Competitive Advantage in the eMarketplace



If you can't get through the "geek speak" or the overwhelming crush of internet information, then eVantage is for you.

Getting your company on the web doesn't have to be expensive and it doesn't have to involve a complete overhaul of the way you do business.

Anyone can throw thousands of dollars at a website and make it work, but eVantage shows you how to get on the internet for hundreds of dollars and gets you started in just a few weeks.

Register online today and give your business an eVantage!

www.InternetSalesPlus.biz

Phone Registration available by calling Internet Sales Plus at 937-475-4572.

**Online Registration at:
www.InternetSalesPlus.biz**

What is eVantage?

eVantage is a knowledge sharing event created specifically for small to mid-sized businesses. This event will provide your organization the tools, instruction and guidance needed to use the internet successfully.

eVantage will give you an organized approach to creating a working internet plan to launch your business into the world of e-commerce. eVantage specializes in helping companies at all levels of internet expertise build a web presence that gets results for a minimal investment of time and money.

The event provides 24 hours of round-table instruction and up to 30 hours of one-on-one time with the instructors. If you apply yourself during the event you will graduate with a working plan to implement a successful e-business strategy in your organization.

Why Invest In 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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Course Outline

Session One (4 Hours)

- Typical 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
- Language and Communication Barriers
- Challenges In E-Business
- Order Processing Issues
- 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

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Session Five (4 Hours)

- Inherent Risks to E-Business
- Technology Considerations
- Hosting Company Considerations
- Software
- 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

Dates & 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!

**Register Today at
www.InternetSalesPlus.biz**