J. RIGGIN & ASSOCIATES, INC. CONSULTANTS
eCOMMERCE TECHNOLOGY FOR THE THIRD MILLENNIUM

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Technology Management for Non-technical Executives
-or-

Introduction to eCommerce for Dummies
Step-by Step Instructions for <u>Profitably</u> Getting Your Business On-Line

Presentation Length: Tailored 45-90 minutes
Audio Visual: LCD Projector (preferred) or Overhead, Flip Chart
Handouts: 3 Pages of notes and a disk with Internet links and references
Sequels: An in-depth, 90-minute class is available for each of II, III and IV below.

Audience: Owners and executives in small (<$10 M, < 100 Employees) business who want to use technology to grow their business.

Capsule: OK, unless you live under a rock, you have already heard "there is opportunity on-line." But you're not on-line yet, are you? You have been too busy running your business to get all this "on-line" stuff figured out, and have only a vague idea of what you would do and why you should do it. You may have already invested (heavily?) in a web site and email, but still can't find the opportunity.

Well, you're not alone and you can relax. In one presentation, Mr. Jerry Riggin will show you exactly how to incorporate current technology into your business smoothly and profitably. He will walk you though a planning system that will leave you feeling in control of today's business tools and ready for tomorrow's.

Jerry Riggin: For the last 20 years, Mr. Riggin has been a consultant specializing in the use of modern marketing and technology to profitably grow a business. His client list includes large NASDQ companies like GTE, Cisco Systems and Jabil Circuit, as well as startups that have made INC Magazine's list of the nation's fastest growing companies. Mr. Riggin is a popular speaker for many trade associations and has taught technology, sales and marketing to thousands of business owners across the US and Canada.

Course Outline

I. Managing Technology Resources Profitably
    A. Technology for Technology's Sake - The Cutting Edge is Bloody
    B. Selecting Technology to Support Your Business Plan
    C. Using What You Already Have

II. Planning for Growth
    A. Analyzing Your Product's Potential
    B. Evaluating Your Business Systems
    C. Identifying & Measuring Your Market

III. Designing the System
    A. Using Networks for Networking
    B. Servicing Customers: Better-Faster-Cheaper.
    C. Capturing the Market

IV. Picking the Tools
    A. Using What You Already Have
    B. Conventional Marketing
    C. Internet & World Wide Web
    D. Converging & Automating Marketing, Sales & Service

V. Summary & Local Resources