

ALL YOU NEED TO KNOW TO START SELLING ONLINE	
Executive Summary	<ul style="list-style-type: none"> <li>• eCommerce - What it entails</li> <li>• Bank Charges - How much will they charge?</li> <li>• Bank requirements – what are they?</li> <li>• Managing &amp; maintaining your website</li> <li>• Payment Gateways - what are they &amp; do you need one?</li> <li>• Security issues – what to be aware of</li> <li>• Shopping Cart Packages - what is available</li> </ul>
Presenter (s)	Tim Gentle Managing Director Design Experts Web Architect Bachelor of Business / Masters in Multimedia
Length	3 hour
Ideal Participant	<ul style="list-style-type: none"> <li>• Participants who are thinking about selling goods online</li> </ul>
What Participants Receive	<ul style="list-style-type: none"> <li>• Feel more confident about how eCommerce operates</li> <li>• Receive a workbook</li> </ul>
Participant Training Manual	Yes
Purpose	This workshop explains the process of selling products and services online and identifies the steps and costs involved in integrating on-line selling on a website.
Summary	<p>If participants have a business, which sells products and/or services, they can easily promote or even run their company entirely on the Internet. All they need is a website and some easy-to-use Internet software.</p> <p>The level of confidence of customers in purchasing products online is growing rapidly, and learning to sell online can provide a competitive edge.</p> <p>Participants will not actually develop a website during the workshop, but will have gained a good understanding of:</p> <ul style="list-style-type: none"> <li>• What eCommerce is</li> <li>• What Payment Gateways are and whether you need one</li> <li>• How much Banks will charge you and what their requirements are likely to be</li> <li>• What security issues you need to be aware of</li> <li>• What shopping carts packages are available</li> <li>• How to manage and maintain the website yourself</li> </ul>
Participant Manual	Yes
What we provide	<ul style="list-style-type: none"> <li>• Trained professional from Design Experts team</li> </ul>

	<ul style="list-style-type: none"> <li>• A customised invite designed with co-branding to promote the workshops</li> <li>• Participant Manuals, handouts</li> <li>• All AV Material, including laptop, projector, internet connection, projector screen</li> <li>• Co-branding on the cover of the manuals (if you choose to have this)</li> </ul>
RRP	\$1050 + GST (+ plus travel, accommodation if required) Negotiable 30% deposit required
Downloads	<ul style="list-style-type: none"> <li>• Example Invite</li> <li>• Workshop Summary PDF</li> </ul>
Bookings	To book a workshop contact Design Experts.