The ABC's of SELLING ONLINE

Tuesday, March 26, 2013
9–11 a.m.

Kingsley Center,
6435 Frankstown Avenue
East Liberty

Would you like to sell your product online, but aren't sure how to begin? Take the first step by attending The ABC's of Selling Online, a workshop for business owners with specific products and services in mind as well as for individuals interested in selling online.

The ABC's of Selling Online is not a technical workshop. Rather, it is a business program with practical information on entering the world of e-commerce. Proper preparation before taking the plunge into e-commerce can make the difference between success and failure. While many companies have moved into online sales, thousands of Web sites shut down each year due to a lack of planning or poor planning.

TOPICS WILL INCLUDE:

- Determining what kind of online business to start
- Tools for building a Web site
- Selecting payment processing methods
- Optimizing your Web site on search engines

PRESENTER: ROBERT STEIN
Director of Information Technology
Institute for Entrepreneurial Excellence

Robert Stein is a nationally renowned innovator and advisor in the technology industry. He founded Active Network, Inc. (activewin.com), an Internet portal providing Microsoft news, and has developed an extensive knowledge of operating and information systems. A recipient of Microsoft's Most Valuable Professional Award, for which the company selects only 1,000 IT experts worldwide, Stein is experienced in improving project management, assessing costs, and creating enterprise-wide integrated information systems.

He holds Master of Business Administration (MBA) degree with a concentration in information systems from the University of Pittsburgh's Joseph M. Katz Graduate School of Business.

Registration: 8:30–9 a.m.
Registration Fee: $10 for Chamber of Commerce members and $25 for non-members.
To register, call **(412) 392-0610** or **information@aaccwp.com**

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