

# ARA E-Commerce Seminar

Secaucus, N.J. October 9-10, 1999

Presented By

***Steve Rousseau***

President

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4415 Evangel Circle, Huntsville, Al. 35816

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[www.ara.org](http://www.ara.org)

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## 2. Introduction - Speaker

Steve Rousseau -- Quik-Tek Software & Internet Services--  
Web hosting, Web page design, E-commerce solutions,  
Internet community collaboration services and links.

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Below is a partial list of our community and portal web sites:

[www.awardsindustry.com](http://www.awardsindustry.com)

[www.TrophyIndustry.com](http://www.TrophyIndustry.com)

[www.quiktek.com](http://www.quiktek.com)

[www.TeamUniformSales.com](http://www.TeamUniformSales.com)

[www.sportssales.com](http://www.sportssales.com)

[www.SportsDealers.com](http://www.SportsDealers.com)

[www.AwardsDealers.com](http://www.AwardsDealers.com)

[www.R-Sports.com](http://www.R-Sports.com)

[www.TeamSportsSales.com](http://www.TeamSportsSales.com)

[www.WholesaleAwards.com](http://www.WholesaleAwards.com)

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# 3. Information Relating to Quik-Tek Software & Internet Services

Div. Rousseau's Sporting Goods and Awards, Inc.

Rousseau's is a retail trophy/team sporting goods, screen printing, engraving, & awards shop which has been in business for 19 years. Rousseau's is a chapter "C" corporation located in Huntsville Alabama.

Quik-Tek Software and Internet Services functions as a division of Rousseau's Sporting Goods & Awards, Inc. Quik-Tek develops web pages for sports and awards industry dealers, sales reps, manufacturers & distributors. We also **maintain a suite of sports portal internet web sites** which are clustered together to form a large "**Sports Community**". QuikTek manufactures functional software **designed for resell by dealers**, and performs fulfillment services for its and third party software products. In addition, we manage special buying/selling programs for member clients in an "Easy, Almost Free Profit Program".

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# 4. Reference Books and Materials

Suggested reading sources include:

- *The Road Ahead* by Bill Gates
- *The Digital Estate* by Chuck Martin
- *Business at the Speed of Thought* by Bill Gates
- *The Net Future* by Chuck Martin
- Internet World Magazine
- Inc. Technology Magazine
- *E-Commerce for Small Business, Sales Reps, and Manufacturers*

with E-book is due by 2000. It will contain many practical examples of web editing using Corel Draw, Netscape etc.

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# 5. Engage in E-commerce Cost Effectively

.  
This seminar will help you start on a path of engaging E-commerce. Many say it will cost over \$10,000 per year to have an E-commerce web site.

We will show you how this can be done.....  
for under \$1,000 per year.

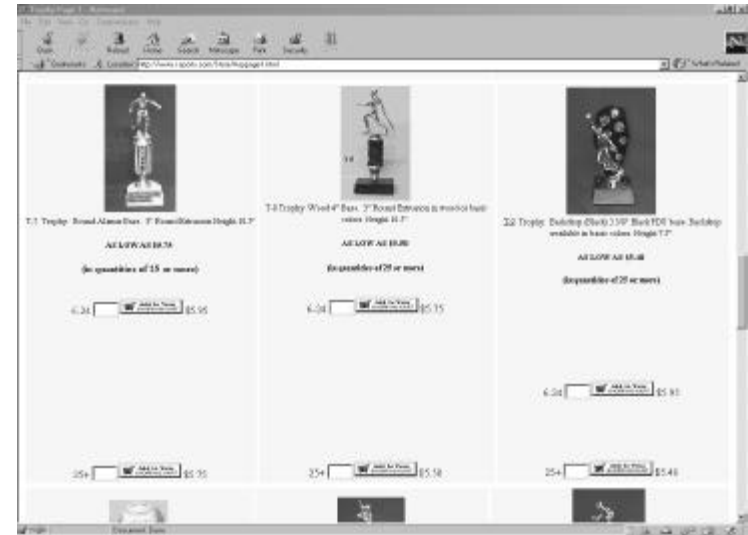
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# 6. Introduction of Seminar

- Everybody wins
- Talk about web pages
- The Internet
- E-commerce
- Easy, Almost “Free” Profit
- Future E-commerce Seminars



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# 7. Elements of E-commerce

E-mail & The Internet

Secure Servers

Shipping Industry

Fulfillment Houses

Sales Reps

Web Pages

Virtual & Real Store

Products & Services

Consumers

Manufacturers & Distributors

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# 8. E-mail Tips

- Forwarding e-mail
- Attachments to e-mail
- Your signature file
- MailKing

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# 9. *Your Web Page*

- The expansion Store/ Show and Tell
- **Build** in Netscape, Corel Draw, Front Page
- A transaction online, customer view point, dealer view point
- **Almost free profit** online transactions
- **Advertising** revenue.
- Mini-Hub in local Community and Internet Community – you become a mini-multi-media projection entity
- Increased sales, growth of new customer base
- Funnel traffic to *your products & services!*

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# 10. What Manufacturers' & Distributor Web Pages Should Accomplish

- Industry promotion/Community support
- Product promotion
- Dealer promotion
- Sales rep promotion
- Ordering Online for dealers/ reps -- Email & Form
- Buying group participation.
- You should make suggestions to suppliers for their web sites.

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# 11. Web Sites of Sales Reps Should:

- Promote Dealers/Both on and off line.
- Contain Online Ordering for Dealers, Traffic directing to Dealer sites, online specials, private viewing area
- Email & Dealer/Customer Inquiry Form
- Lure prospects for their manufacturers and dealers

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# 12. Launch & Learn, Launch & Change, Launch & Fix

1. Buy domain name NOW!!! Launch a minimal site soon!
2. Change when needed for strategic motive, for yearly or seasonal “fresh look”.

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# 13. Advertising Power

Generating Traffic to a site; then the projection of products, services and other content from that site equals ----- **Advertising POWER.**

The news is, you and your web site are the NEWS!

Take any text, chart, flyer, or table of data, convert to **PDF** or html -- put it on your web site.

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# 14. Content

Your Online Store Catalog should include:

- Product Info
- Your History
- Your Staff
- Your Policies
- News Content
- Links of Interest, map to store

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# 15. Access- Communities, Search Engines, Spiders

1. Geo Cities, Yellow Pages, Sports Industry Online
2. You would not send a trophy/uniform flyer to arts groups.
3. In Communities, customers and companies have related interest
4. Dealers, reps, distributors & manufacturers should all belong in communities.
5. An Industry must promote itself. Competition for viewing surfers is tremendous.
6. Search Engines--Yahoo, AltaVista, WebCrawler
7. Spiders

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# 16. Sales on the Internet

- Convenience – for sellers and buyers 7x24 shopping and selling
- Choices
- Price Comparison
- Grow new customer base
- Shift warehousing in some cases back to vendors
- E-commerce sales will enhance your credibility

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# 17. Interactive Communities Online

- Open and private exchange of ideas, prices, etc.
- Open & Private “virtual trade shows” with vendors and dealers. (Would not replace traditional shows like ARA.)
- Private web page and content access
- Private & open chat rooms
- **Virtual buying/selling groups**
- Special access to industry professionals and leaders
- Invaluable marketing info from community and data mining services.

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# 18. Credibility

- Trade Association memberships
- Internet Community Memberships
- BBB Online – Better Business Bureau Online Program

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# 19. Advertising Your Site

- Store address, phone number, email address
- Links to professional associations
- ARA – <http://www.ara.org>
- NSGA – <http://www.nsga.org>
- Community - Sports Industry Online  
<http://www.sportsindustryonline.com>
- Local -- Chamber of Commerce
- Booster & Other Community Clubs
- BBB Online Program - <http://www.bbb.org/>

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# 20. E-commerce Can Change the Industry

Power shifts will affect :

- Sales Reps
- Dealers
- Customers
- Distributors/Suppliers
- Manufacturers
- Government & Taxation
- Fulfillment & Shipping Industries

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# 21. Easy Profits for Dealers

**A new way to sell, totally free of inventory risk.**

1. Dealer allows products to be sold from his web site.  
Customer buys. Dealer gets money.
  2. Dealer E-mails or faxes order to vendor.
  3. Distributor/Manufacturer/Fulfillment House ships direct to Consumer. Dealer is billed at wholesale, Dealer pays bill.
- Dealer also may get bonus in cash for advertising product.
  - Dealer will develop new products to sell with/without buying group/community support .

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# 22. A Sports Community



- Insider info
- Funnels traffic, Especially targeted Traffic.
- Draws buyers
- Industry Access
- Collaboration
- Functional Group Formations

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## 23. Some Options for E-commerce Solutions

### Your options for E-Commerce

- Compare plans
- IBM
- MindSpring
- Quik-Tek Internet Services
- For a complete, searchable list of Internet Service Providers across the country, visit the following site: [www.thelist.com](http://www.thelist.com)

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