Do I need a website?

My friend told me I should be on Facebook, what do you think?

I think I need a CRM, how can I get one?

How can I integrate my invoicing with my bookkeeping?

Do I need a website?
Why Does Tech Matter?

**OPPORTUNITIES**

• Reduce costs

• More oversight

• Wider reach

**AVOID**

• Investing in tech without direct benefit

• Shifting focus to tech and away from customers

What are some others?
Common Technology Myths

- “Small businesses can’t afford technology.”
- “Technology can’t do what it promises. I’ve been burned before by false technology promises.”
- “Technology will put my business at risk. My customer data/trade secrets will be stolen.”
- “My problem isn’t with technology, it’s with getting my customers to pay. Technology can’t help with that.”
- “My product/service can’t be sold using technology.”
Translating Business Opportunities Into Technology Solutions

What are *your* business opportunities or issues?

**SWOT Analysis** & **Business Process Map**
Goals/ Issues
- Broaden my Customer Base

Results
- Increase visibility of my brand
- Grow market share
- Increase sales
- Grow my business

Solutions
- Launch a website to highlight my product or service
- Use social media to get the word out about my business
- Provide an e-commerce tool to allow easy payment options for purchase
- Offer a collaboration tool to allow customers to provide feedback
What is the **goal** of marketing?

- Find Customers?
- Create Brand Awareness?
- ???

- Notably, will you be where your customers are looking?
<table>
<thead>
<tr>
<th>*</th>
<th>Coming of Age</th>
<th>Population (est.)</th>
<th>Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depression Era</td>
<td>1930 – 1939</td>
<td>9M**</td>
<td>• Conservative • Patriotic • Moral, etc..</td>
</tr>
<tr>
<td>WWII</td>
<td>1940 – 1945</td>
<td>9M**</td>
<td>• Defeat Axis Power • Deferment, contrast to Gen X</td>
</tr>
<tr>
<td>Post-War</td>
<td>1946-1963</td>
<td>37M**</td>
<td>• Opportunities, Job, Education • Cold War • Value security, comfort and familiar</td>
</tr>
<tr>
<td>Baby Boomer I</td>
<td>1963 – 1972</td>
<td>33M</td>
<td>• Kennedy, MLK, Civil Rights • Protested and in War</td>
</tr>
<tr>
<td>Baby Boomer II</td>
<td>1973 – 1983</td>
<td>49M</td>
<td>• Lost trust in Government • Skepticism in media • Not as many opportunities as Boomer I • I’m out for me</td>
</tr>
<tr>
<td>Generation X</td>
<td>1988 – 1994</td>
<td>41M</td>
<td>• High level of skepticism • What’s in it for me • Best educated • Strong users of technology</td>
</tr>
<tr>
<td>Generation Y</td>
<td>1998 – 2006</td>
<td>71M</td>
<td>• Sophisticated • Very tech wise • Aided by CATV, Internet, etc.. • Immune to traditional marketing &amp; sales</td>
</tr>
<tr>
<td>Generation Z</td>
<td>2013 - 2020</td>
<td>29M**</td>
<td>• Highest level of tech</td>
</tr>
</tbody>
</table>

* Excerpts from Socialmarketing.org

** Adjusted
Overview

2/3 of those under 45 did not read a newspaper yesterday.

Readership Falls for Most Age Groups
Percentage Nationally Who Read Any Daily Newspaper Yesterday

Source: Scarborough Research survey data
Note: 1999 – 2012 Scarborough Report, Release 1
PEW RESEARCH CENTER
2013 STATE OF THE NEWS MEDIA
What We’ll Cover

Websites
- Web Presence
- Using Data (Analytics)
- Search Engine Advertising

eMarketing
- Local Search Engines
- Email & CRM
- Social Media
- Blogs

Finances
- Collecting Payments
- Bookkeeping
- Operational Aids
Websites

Web Presence

Using Data (Analytics)

Search Engine Advertising
Does Every Business NEED a Website?

No....but consider:

- Businesses with an online presence can expect to grow 40% faster than those without

- Add credibility to your online presence – 50% of small businesses have a website

- Gather valuable customer information via web analytics
Step 1: Get a Web Address

Check to see if the business’s name is taken:

- GoDaddy.com
- Hover.com
- Register.com
- DomainNames.com

A web address (also called domain name) will only cost about $10 per year
Step 1: Get a Web Address

Tips:
- Keep it short, remember someone must type it precisely
- Make the address memorable
- If the business name is taken, use keywords
- Hyphens are ok (ex. pizza-by-evan.com)
- Avoid intentional misspellings (u vs. you) that might make it difficult to remember or find
- Use the appropriate domain name extension
Step 1: Get a Web Address

Domain Name Extensions:

-.com – global standard for businesses
-.net – great alternative to .com, fairly established
-.org – global standard for nonprofits
-.us – for organizations that highlight American pride (like veterans orgs)
-.biz – newer for businesses, not as widely used or as credible as .com or .net
-.tv – newer, used for web videos
Step 2: Outline Your Site

5 basic pages:
- Home
- About Us
- Products &/or Services
- Why Us?, e.g., Testimonials
- Help, e.g., FAQ’s, Manuals, Samples, Contact

Main points:
- Don’t get stuck on the content, just get something up there
- Everything can be updated as needed
- Refer back to the goal of the site
Step 2 – Outline Your Site

- Enticing blurbs summarizing the key sub-pages

Home

- Management background
- Email addresses
- Map & directions
- Contact form

About Us

Product & Services
- What you offer
- Benefits of key features
- Pricing and delivery
- Organize wide, not deep

Why Us?
- Your discriminators
- Testimonials
- Ask the Experts

Help Us
- Common for not-for-profits
- How to donate, etc.

Help Yourself
- FAQ’s
- Installation Videos
- Helpful Links
- Samples/specs

Draft metatags for each page
- Title
- Description
- Keywords

www.SCORE.org
Step 3: Build Your Site

DIY
Make it yourself
- PROS: Easy, inexpensive, fast
- CONS: Less able to tailor, less advanced site

CONTRACT
Hire an individual
- PROS: More tailored site, able to work closely with someone
- CONS: May not include support/maintenance

COMMERCIAL
Hire a company
- PROS: More support, more options
- CONS: May have less control over content and hosting, could be very expensive
Step 4: Create Content

- Don’t start from scratch!
  - Use business plan, email to friend, even record a conversation and play it back to get ideas for what to write

- Stick to 300 max per page and 50 words per paragraph – more than that is harder to read

- For photos, if you can’t afford a photographer, use your smart phone or purchase some stock photos. Something is better than nothing.
Do It Yourself Development

- GoDaddy.com, Wix.com, Weebly.com, 1and1.com, and AT&T provide easy drag & drop design templates
- Wix & Weebly develop in HTML5
  - important for mobility
- Low Cost for Development
- Guarantees a Low Rate of Down Time
- Wix & Weebly are mostly free
- GoDaddy & 1and1 & AT&T charge $10-20/mo.
Step 5: Publish and Promote

• Make sure you have a **mobile version** of the site.
  – Many “do it yourself” builders include this automatically or as an option.
  – Some features to look for/consider:
    • Click to call,
    • Clickable map to get directions,
    • Click to make a reservation
    • You get the idea!

• **Social Media**: mention your site whenever it makes sense in a post, and be sure to have your web address in the company info section.

• **Traditional Marketing**: include your web address on brochures, your business card, billboard – anywhere you are promoting your site.
Other Services to Consider

Hosting:
• Do not leave hosting with your developer
• 1and1, Purehost, rackspace, and GoDaddy are among good providers

Graphic Design:
• Provide for mobility, e.g., both Apple & Android
• Videos and large photos will slow down your site
• Important content, including call for action, should be “above the fold”

Maintenance:
• Keep current re software and tools like databases
• Avoid viruses and malware
Websites

- Web Presence
- Using Data (Analytics)
- Search Engine Advertising
Analytics

Website analytics can answer the following questions:

• **Who** is coming to your website?
• **What** are they buying?
• **What** pages are they going to?
• **Where** are they coming from?
• **When** are they coming to your site?
• **How** many “click-throughs”?
• **How** long are they staying & what is the abandonment rate?
Typical Analytics Dashboard

- Daily Visits
  - Visits
  - % New Visits

- Avg. Time on Site
  - Avg. Visit Duration

- % New Visits

- Traffic Types

- Time on Site by Country

- Bounce Rate by Source
Example “Visitor Flow” Analytics

- 50% drop-off is typical, 80-90% needs investigation
- Investigate for differences between source types, e.g., see if paid ads are worthwhile
Example Detail Source Tracking

Tracking Paid Ad Visitor Flow
Example AdWords Keywords
Local Search Directories

- eMail & CRM
- Social Media
- Blogs
Local Search Directories

“Local search is the natural evolution of traditional off-line advertising…to the web.”
[http://en.wikipedia.org/wiki/Local_search_(Internet)]

**WHAT + WHERE = Local Search**

General: [Yahoo!](http://yahoo.com), [Google](http://google.com), [Bing](http://bing.com), [YellowPages](http://yellowpages.com)

Industry-specific: [Yelp](http://yelp.com) for restaurants, [Angie’s List](http://angieslist.com) for service and health care providers
How to Find Your Business Online

- **Brandify.com** has a 30-day free trial that’s often sufficient for small businesses
- **Yext.com** (& **Brandify** & **Localworks** &…) provides a single location to update your listings on multiple sites, but costs $20-$50 per month
- **Getlisted.org** includes major sites and is free **inexpensive**
- **Google/Bing/Yahoo!** are individual but free
- In fact, listings on most all “online yellow-pages” sites are free if managed individually
How to Find Your Business Online

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- **Google/Bing/Yahoo!** are individual but free.
- In fact, listings on most all “online yellow-pages” sites are free if managed individually.
Almost All “Yellow-Pages” Sites Now Include Reviews
Typical Business Listing

Kabob Palace

Category: Middle Eastern

2315 S Eads St
Arlington, VA 22202
Neighborhood: Crystal City

(703) 486-3535
kabobpalaceusa.com

Announcement
Well come to Kabob Palace. We really admire your patience for waiting on your orders. So therefore, to save time please order ahead. thanks

Order Delivery or Pickup

Enter your delivery address

Start Order

Nearest Transit Station:
Crystal City Metro (Blue, Yellow)

Hours:
Mon-Sun 12 am - 1 am

Good for Groups: Yes
Accepts Credit Cards: Yes
Parking: Street
Attire: Casual

Price Range: $$$
Good for Kids: Yes
Takes Reservations: Yes
Delivery: No
Take-out: Yes
Waiter Service: Yes
Outdoor Seating: No
Wi-Fi: No

Good For: Lunch, Dinner, Late Night
Alcohol: No
Noise Level: Average
Ambience: Divey, Casual
Has TV: No
Caters: Yes
Wheelchair Accessible: Yes

Browse Nearby:
Restaurants | Nightlife | Shopping | Movies | All

People Who Viewed This Also Viewed...
Ravi Kabob House

"My favorite dishes are lamb karahi w/ chick peas on the side."

Kabob Palace

"My favorite is the boneless chicken kabob with the chicken."
Typical Review Detail

735 reviews for Kabob Palace

Review Highlights

- "The spinach and chickpeas both are mouth watering delicious."
  - In 193 reviews

- "Lamb- So, so, a million times so delicious and flavorful."
  - In 258 reviews

- "The lamb and boneless chicken are my personal favorites."
  - In 75 reviews

Show more review highlights

Sort by: Yelp Sort ▼ | Date | Rating | Elites' | Facebook Friends'

735 reviews in English

April P
Leesburg, VA

10/5/2013

This is my FAVORITE place to eat in the DC area. I tried Kabob Palace long before I moved here and I NEVER forgot it. I always get the boneless chicken kabob with chickpeas, rice and salad. I caution you- the portions are large, so go hungry :)

The chicken is always perfect- tender, never overcooked, and the seasoning mmmmmmm that really does it for me. It's very unique and super delicious. The salad is pretty wimpy, the rice is freakin delicious, but let me tell you about these chickpeas... I cannot bring myself to try any other sides because I LOVE the chickpeas so much- I don't know what it is- but do yourself a favor- TRY them. The bread is AMAZING, soft, warm, fresh, homemade mmmmm good! My boyfriend always gets a combo of beef, lamb and chicken. I prefer the lamb over the beef. Again- I think it's all in the seasoning and man- do they know how to do it.

CONS: ALWAYS busy, you may have to sit with a stranger, but hey sharing is caring right? (Other) PROS. It's open 24 hours (YES!) it's easily accessed by the Metro, near the airport and lots of hotels so if you are just visiting- do yourself a favor and EAT HERE! It's also a melting pot, so if you like to people watch, it's a pretty sweet place to do it.

Was this review ...?

有用 | 无趣 | 冷
Local Search Directories

eMail & CRM

Social Media

Blogs
Most **Sales** Come From Existing Customers

- Acquiring a new customer costs 6-7 times the cost of retaining an existing one, per Bain & Company
- Probability of selling to a new customer: 5-20%
- Probability of selling to an existing customer: 60-70%, per Marketing Metrics
Email Marketing

Email is important as almost everyone uses email. Great ROI ($45 for each $1 invested)*

- **Constant Contact** is a market leader
- **MailChimp** is free if less than 2000 addresses
- **iContact** is top-rated by [toptenreviews.com](http://toptenreviews.com)
- **Vertical Response** is yet another good player
- Customer Relationship Management (CRM) systems also typically support bulk emailing's
- Others, e.g., **Campaigner**

* SCORE’s Email Marketing Best Practices Guide: [http://volunteer.score.org/vc/email-online-marketing-resources](http://volunteer.score.org/vc/email-online-marketing-resources)
Email Marketing

Building Your List

- Have a sign up sheet at the cash register or at events you attend.
- Collect business cards.
- Getting permission to add people to your list is good business practice
  - Legally, you’re only required to have a “pre-existing business relationship” and to provide an “opt-out”
Email Newsletters Are Powerful & Cheap

• Mainly requires a prior “relationship” with recipients
• Services keep you “legal” re SPAM
  – Enable unrestricted delivery rate with the required opt-out
  – www.constantcontact.com and www.swiftpage.com
  – www.mailchimp.com is free for < 2000 addresses
• Powerful feedback provided
  – Who opened and when
  – Specifically, what links were clicked and by whom/when
  – Enables tailored follow-up, e.g., discounts limited to only those that you already know have an interest
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---

<table>
<thead>
<tr>
<th>Email Stats</th>
<th>See All Email Reports</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sent: 2858</td>
<td>Bounces: 36 (1.2%)</td>
</tr>
<tr>
<td>Spam Reports: 7</td>
<td>Opt-outs: 1 (0.1%)</td>
</tr>
<tr>
<td>Opens: 2711</td>
<td>Clicks: 155 (5.5%)</td>
</tr>
<tr>
<td>Forwards: 0</td>
<td>Click-throughs</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Click-through Stats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Link</td>
</tr>
<tr>
<td>-------------</td>
</tr>
<tr>
<td><a href="http://www.constantcontact.com">http://www.constantcontact.com</a></td>
</tr>
<tr>
<td><a href="http://www.swiftpage.com">http://www.swiftpage.com</a></td>
</tr>
<tr>
<td><a href="http://www.mailchimp.com">http://www.mailchimp.com</a></td>
</tr>
<tr>
<td>...</td>
</tr>
<tr>
<td>Total Click-throughs: 124</td>
</tr>
</tbody>
</table>
Customer Relationship Management (CRM) Software is What It Says It Is

• Features:
  – Combines all records of all interactions in one place
  – Expanded customer demographics
  – Integrates your customer communication systems
  – Automate tasks that can impact your bottom line

• Benefits:
  – All staff has access to the entire customer story
  – Customers do not have to repeat their story with each new staff contact
  – Get insight into your business in minutes
  – Simplifies Marketing efforts

• “Free” providers: Insightly
• Market leaders: Salesforce, ZOHO Online, Highrise
Social Media Overview

Information and conversations **guided, not controlled** by the company
- Remember, you cannot win an argument on the internet
- Don’t participate unless you really believe the customer is always right

Compares to word of mouth recommendations or criticism among people.

**Goals:**
- Participate regularly and encourage positive conversations
- Establish credibility and become a trusted leader
Which Social Media Site to Use?

• Are prospective customers on the site? (average age, gender, location of user)

• What kind of content are you going to share? (events, deals, articles, press releases, videos, photos, etc.)
  -- Focus on being helpful & establishing trust
    • Sales will naturally follow
  -- Stale content is indeed worse than no content
Which Site to Use?

### The Landscape of Social Media Users

<table>
<thead>
<tr>
<th>Use Any Social Networking Site</th>
<th>% of internet users who...</th>
<th>The service is especially appealing to...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use Facebook</td>
<td>67%</td>
<td>Adults ages 18-29, women</td>
</tr>
<tr>
<td>Use Twitter</td>
<td>16</td>
<td>Adults ages 18-29, African-Americans, urban residents</td>
</tr>
<tr>
<td>Use Pinterest</td>
<td>15</td>
<td>Women, adults under 50, whites, those with some college education</td>
</tr>
<tr>
<td>Use Instagram</td>
<td>13</td>
<td>Adults ages 18-29, African-Americans, Latinos, women, urban residents</td>
</tr>
<tr>
<td>Use Tumblr</td>
<td>6</td>
<td>Adults ages 18-29</td>
</tr>
</tbody>
</table>

Source: Pew Research Center’s Internet & American Life Project Post-Election Survey, November 14 – December 09, 2012. N=1,802 internet users. Interviews were conducted in English and Spanish and on landline and cell phones. Margin of error is +/- 2.6 percentage points for results based on internet users. Facebook figures are based on Pew Research Center’s Internet & American Life Project Omnibus Survey, December 13-16, 2012. Margin of error for Facebook data is +/- 2.9 percentage points for results based on internet users (n=860).
Facebook is the Place to Start

Connect with friends and the world around you on Facebook.

- See photos and updates from friends in News Feed.
- Share what's new in your life on your Timeline.
- Find more of what you're looking for with Graph Search.

www.facebook.com/business/
Customized URL

A customer clicks this to become a “follower”

Basic business info
Typical Facebook Posts

Organics By Gosh
23 hours ago

Even in Austin we WILL get some pretty cold temps eventually. This is the perfect time to top dress your lawns and mulch around your trees. We have excellent options for top dressing and mulch. We'll help you determine which is best for your needs.

Organics By Gosh
September 23 near Austin, TX

What does "Close the Loop" mean, exactly?

What Does 'Close the Loop' Really Mean? - Earth911.com
earth911.com

The term "close the loop" is tossed around a lot in the green sphere. But what does the expression really mean, and why is it important to how we manage our waste? Earth911 takes a closer look at the concept...
Twitter Requires Conversing

- Great for customer service and other feedback
- Responsiveness is a **must**!
- So, don’t play unless you’ve got the time & interest

[www.business.twitter.com](http://business.twitter.com/)
Typical Twitter Page

- **Customized URL**
- **Basic business info**
- A customer clicks this to become a “follower”
Typical Tweets

“handle”

Another user referencing Kombuchick

Another user referencing the topic
Others

http://business.pinterest.com/
Mostly women sharing pictures related to themes of their choosing

www.linkedin.com/company/add/show
Mostly professionals, so particularly helpful to businesses that sell to businesses

www.youtube.com/yt/about/getting-started.html
Video sharing allows inexpensive demonstrations, e.g., product features/benefits, “some assembly required”, customer endorsements
Daily Deal Sites

• Sites like Groupon And LivingSocial can create new sources of revenue and customers.

• Pros:
  – Attract new customers
  – Increase awareness as customers share their purchases virally.
  – Boost cash flow because you get paid now, when customers buy the deal, not later, when they redeem it.

• Cons:
  – Daily deal volume can overwhelm your business.
  – Because the deal site takes a percentage of sales, it’s crucial to calculate your margins carefully to determine if a deal is worthwhile.
Blogs Establish Credibility

Topics to blog about:

• Industry News
• Current Trends
• Tips & Advice
• News about the Biz
• Other Ideas?

WordPress, TypePad and Movable Type are popular blogging tools.

If you don’t have time to do it yourself, Elance.com, Freelancer.com, or Guru.com are popular freelancer sites.
Finances
Why Invest in Financial Technology?

• Many small businesses “fly by the seat its pants” with manual systems lacking the ability to quickly and accurately monitor business health.

• Technology can help the business owner in the following ways:
  – Speed up invoicing and collection
  – Monitor business health at any point in time
  – Keep accurate and readily-accessible records
  – Quickly identify waste and inefficiencies
  – Allow the business to be scalable
  – Keep pace with competition or provide competitive advantage
Know Before You Buy

• Work with your Accountant to determine best option for your Financial Systems
  – Each business is unique, therefore you need to tailor your systems based on your unique business needs
• Preferably include Chart of Accounts, Invoicing, Inventory management (optional for some), Payroll service/interface, real reporting, full AR/AP, Tax tracking, etc.
• Consider integration needs (import/export) with other applications! – eCommerce, CRM, EDI, etc.
• Major choices: Local version, network version or cloud based service? “Free” or Licensed?
Collecting Payment

Bookkeeping

Operational Aids
eCommerce

• Provides an ability to sell, but doesn’t require a website or your own payment system.
• Good for home based businesses or as another sales channel for a retail shop.
  – eBay, sells everything, both new and used
  – Etsy, mostly arts and crafts
  – Amazon, sells new commercial products
PayPal Dominates Payments for Very Small Businesses

• **Features:** Send/receive money from anyone with an email address
  - Customer can pay by cash or credit card of their choice
  - Fees are competitive, albeit a bit more
  - Customer financial data details only visible to PayPal
  - Creates invoices and shipping labels
  - Even includes “shopping cart” features
    • Consolidate items
    • Specify color, size, shipment method

• **Benefits:**
  - Trivial to setup with minimal upfront fees
  - Eliminates worries regarding protection of customer data
  - Easy and cheap to setup product sales on website, unless dealing with tens of items

• “Free” providers: n/a

• Market leaders: PayPal
Shopping Cart Software Manages Online Sales

• **Features:** Supports websites selling hundreds of products
  – Supports the trend of shopping via the Internet
  – Consolidates items into a single payment and shipment
  – Saves purchases allowing return later to finish shopping
  – Removes products without deleting the entire order
  – Can connect online inventory to show availability

• **Benefits:**
  – Allows business to concentrate on product details, not website look-and-feel
  – Accommodates myriad customer choices (size, color, etc.)
  – Allows seller to track what customers have bought and thus know what may interest a customer for the future

• “Free” providers: [Weebly](http://weebly.com) incorporating PayPal, [Wix](http://wix.com), [Opencart](http://opencart.com)

• Market leaders: [GoDaddy](http://godaddy.com), Yahoo, Homestead, [Shopify](http://shopify.com)
Merchant Accounts Enable You to Get Paid by Cards

• Features: Processes credit & debit cards and deposits cash in your bank account
  – You can start with your current bank, but check competitors
  – Typically involves $1000 of card readers & receipt printers
  – Often involves monthly minimum fee
  – Requires good personal/business credit

• Benefits:
  – Invariably the lowest cost per transaction

• “Free”: N/A, but very competitive, so get bids

• Market Leader: Worldpay, First Data, Intuit

• Internet Processing: Authorize.net
Smartphones/Tablets Eliminate Up-Front Costs to Accept Credit Cards

• Features: Card readers simply plug into headphone jack
  – Avoids $1000 or so hardware outlay for specialized card readers/printers
  – Automatically texts a receipt to customers phone
  – Immediate transmission of credit card transaction to Merchant Account services
  – No credit check usually required

• Benefits:
  – Enables credit card sales for the smallest of businesses
  – Enables credit card sales for mobile workers
  – Speeds up time to record a transaction

• “Free” providers: Square, Intuit
• Market leaders: PayPal, …
POS is Much More Than a Cash Register

• Features: Point-of-Sale (POS) ties income to products
  – Captures product specifics, quantities, time, and price
  – Automatically reduces inventory
  – Tracks employee productivity
  – Integrates cash and credit transactions
  – Typically cost about $1500 per station vs. $500 for a register

• Benefits:
  – Cash register just knows you sold $xxx today
  – POS knows what products, sold when, by whom, for what price, compared to what cost
  – Projects re-order needs

• “Free” providers: Regit Express
• Market leaders: QuickBooks POS, RetailPro
Finances

- Collecting Payment
- Bookkeeping
- Operational Aids
### Start with Organizing for the Tax Man

- The IRS only cares about 21 categories of expenses:
  - Cost of Goods Sold
  - Returns and Adjustments
  - Advertising
  - Car and Truck Expenses
  - Commissions and Fees
  - Contract Labor
  - Employee Benefits
  - Insurance (not health)
  - Interest (mortgage, etc.)
  - Legal and Professional Services
  - Office Expenses
  - Rent or lease of business equipment
  - Rent or purchase of business space
  - Repairs and Maintenance
  - Supplies
  - Taxes and Licenses
  - Business Meals and Entertainment
  - Business Travel
  - Utilities
  - Wages – including your own
  - Other Expenses – not covered above

- Our first technology recommendation is a Pendaflex folder:
  - Just save all your receipts into one of these categories
  - Doesn’t matter how frequently

- As you move to simple software, e.g., [Quicken Home & Business](https://www.quicken.com), that’s still all you must track

- More granular detail and time phasing is your choice for improved visibility
General Ledger is Your Financial Foundation

- Features: What most laypersons would call Bookkeeping
  - Financials
  - Budgeting
  - Cash Flow
  - Balance Sheet
  - Income Statement

- Benefits: Insights into “making payroll”, debt repayment, etc.
  - Bankers: cash flow
  - Owners: profitability
  - Visibility enabling control of overhead expenses
  - Investors focus on leveraging ratios

“Free” providers: NolaPro, TurboCASH, BSI General Ledger

Market leaders: QuickBooks, Sage
Manage Suppliers & Customers with Accounts Payable/Receivables

- **Features:**
  - Track vendors and payables
  - Pay bills and track money due
  - Invoice customers
  - Track basic customer data

- **Benefits:**
  - Accounts receivables: quantity of cash, goods, or services owed to a business
  - Accounts payable: money which a company owes to sellers for products and services
  - Customer data and customer buying information can be key to developing reselling or new product offering leads
  - Alarms & triggers maximize retained cash while also maximizing payment discounts
  - Aging reports enable focus on most delinquent payees

- “Free” providers: [TurboCASH](http://www.turbocash.org), [NolaPro](http://www.nolapro.com)
- Market leaders: [QuickBooks](http://www.intuit.com/quickbooks), [Sage](http://www.sage.com)
With Employees Comes Payroll

• Features:
  – Track hours: working, idle, vacation, sick, …
  – Track tasks: per product, per client, per project
  – Collection of health benefit premiums and employee contribution to their IRA fund
  – Calculate various taxes
  – Annual government reports
  – Pay Employees

• Benefits:
  – Data (hours and task tracking) can be key indicators of employee performance
  – Timely payment of payroll taxes to the government
  – Timely development of annual earning reports for the employee
  – Facilitates insurance carrier audits re liability and workers comp premiums

• “Free” providers: TimeTrex
• Market leaders: ADP, Paychex, Intuit
Collecting Payments

Bookkeeping

Operational Aids

Finances
Inventory Must Be Managed

• Features:
  – Track products, material, WIP
    • Recommend being selective since not all are worth tracking
    • Focus on high dollar value, long lead time, items key to product delivery
  – Cost versus selling prices
  – Where purchased and/or used
  – Monitor “turns”

• Benefits:
  – Manage the asset value of the inventory
  – Help identify the Economic Order Quantity for each asset in the inventory
  – Provides tools to effectively support a periodic physical inventory with method to manage the discrepancy from an accounting perspective

• “Free” providers: InFlow, InventoryManager, POS Maid

• Market leaders: InFlow
Time & Billing is Key to Service Businesses

• Features: Key to professionals and skilled tradesmen that bill customers for “time & material” (T&M)
  – Track hours to specific customers/projects
  – Track hours by employee
  – Compare true costs to individual prices

• Benefits:
  – Over time, enables refined job costing and project estimates
  – Provides the ability to track profitability at the job/project level
  – Enables tailoring of estimate and invoice formats per client desires

• “Free” providers: Toggl, TimeTrex, MakeSomeTime
• Market leaders: Kronos, Replicon, BillQuick
A Job Cost System is Key to Profitable Pricing

• Features: Key to contractors that bid and bill on a “fixed price” basis
  – Track detailed labor, material, and subcontractor expenses
  – Develop a detailed data base of actual costs at the job/project level

• Benefits:
  – Avoid huge losses
  – Use historical data to better estimate new projects
  – Provides ability to track actual costs to estimated costs at the job/project level

• “Free” providers: Job Costing Tracking
• Market leaders: Estimation, QuickBooks for Contractors
Integrated Software

• Quite fully featured overall
  – Like most jack-of-all-trades, it is sometimes the master of none
  – Few small businesses actually make use of many, much less most, all its features

• Avoids data re-entry because it’s integrated

• **QuickBooks** is the clear market leader
  – Lots of proficient QuickBooks users for help when needed
  – Lots of affordable training available, including from SCORE

• Other integrated offerings include **Sage50** nee Peachtree, Sage **DacEasy** as well as the “free” **NolaPro**.

• Yet others, many cloud-based, include **FreshBooks**, **Outright**, **FreeAgent**, **AccountEdge**, **Xero**, **WaveAccounting**
## Financial Technology Summary

<table>
<thead>
<tr>
<th>Type</th>
<th>General Ledger</th>
<th>Accounts Receivable</th>
<th>Expense</th>
<th>Revenue</th>
<th>Time &amp; Billing</th>
<th>Job Cost System</th>
<th>CRM</th>
<th>Merchant Account</th>
<th>Sales Collection</th>
<th>Shopping Cart</th>
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<tbody>
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<td>“Free” Specialized</td>
<td>NCH Express</td>
<td>Turbocash</td>
<td>Time-Tex</td>
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<td>Toggl</td>
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<td>Pay-Chex</td>
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<td>Integrated, e.g.,</td>
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</tbody>
</table>

### Features & Benefits for Each Financial Function

- **Expense-Related**
- **Revenue-Related**

“Free”, Market Leader, & Integrated Software to Consider

**Need Depends on Business Type**
Thank you!