



Ebusinessnow.org offers free technology training in Green Bay

Many of the Green Bay SCORE mentoring sessions deal with technology. Clients want to know how important it is to their business and what they need to do to stay current. There is a fear of the unknown. A feeling that it might be too complicated, expensive and time-consuming.

SCORE has addressed these concerns by creating a new website, www.ebusinessnow.org. The website provides entrepreneurs with free tools and resources for maximizing technology in their businesses. There are free on-demand workshops, how-to guides and templates that address specific challenges.

Five workshops cover the following topics: boosting your business using technology, creating a tech plan for your small business, building the perfect website for your small business, using technology to jumpstart your sales, and applying technology to improve your cash flow.

I took the first workshop to get an idea of the type of information provided. The PowerPoint moved quickly into the benefits of technology by debunking myths and giving accurate data. For those who say that it's too expensive, low-cost alternatives and free options like Facebook and Skype were detailed. For those who think that it doesn't apply to their type of business, a case study showed it could help almost any business. Major objections were replaced by numerous practical examples.

After showing the various benefits of technology, the workshop moved on to direct application. A business process map worksheet was designed to allow business owners to set goals, indicate desired results of those goals and come up with solutions to make them happen.

An example of a goal might be the broadening of the customer base. The results might be increased visibility of the brand, growing market share, increased sales and business growth. The solutions might include developing a website, using social media, adding an e-commerce tool for payment options and using tools that will allow for customer feedback to measure results.

Five how-to guides are available to expand knowledge of this topic. Included are leveraging technology in your business, using technology to drive sales on your website,

protecting yourself when buying technology, using technology to speed customer payments and assessing the cost of technology.

The site will help entrepreneurs who are looking for a good, basic knowledge of technology and give them the necessary tools. SCORE, a resource partner of the Small Business Administration, received assistance from AT&T, Best Buy, Google, Skype and Microsoft in creating the site.

As businesses continue to utilize technology, the stakes are too high to ignore. SCORE has taken the initiative to help with a program that is easy to understand. In addition, more than 13,000 volunteer mentors nationwide and about 45 locally are available for face-to-face help. Additional information is available at greenbayscore.org.

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