

# HOW TO SELL ONLINE: INCREASING YOUR CUSTOMER BASE

## Participants will learn:

- What is "selling on-line" and how does this affect your own business?
- The basics of E-commerce: Is your business ready?
- Who are your web customers, what are their expectations and experience?
- Promoting an e-commerce website: once you build it, how will they come?

Learn how to build a great customer experience to develop brand preference and increase customer loyalty to grow revenue



Kim Solga



March 3, 4, 10 & 11  
JEDI Business Training Center

**Time:** 6:00 - 9:00 pm

**Fee:** \$50/waived for income eligible participants

**Trainer:** Kim Solga, webmaster and business consultant

Pre-registration is required - Call JEDI

*"JEDI's classes are expertly taught by knowledgeable, friendly and helpful staff. So much good information! Highly recommend this class."*

*- Joanna Cherry*



**Jefferson Economic Development Institute**

403 Berry Street, Mt. Shasta, CA 96067

888.926.6670 ~ 530.926.6670 ~ [www.e-jedi.org](http://www.e-jedi.org)