

Coach's Guide – Small Business Growth Program

How Internet Applications Drive Business Growth

1. Preparation for the Meeting:

Each business receives a DEi Scorecard (Digital Economy Index Scorecard) and DEi Coaches Report.

- a. You can review the DEi Scorecard 2 weeks after the business completes their online Business Assessment and download the DEi Scorecard from the website (see resources).
 - The DEi Scorecard compares the current level of Internet use to other organizations of similar size in the same industry. The DEi Scorecard also identifies the top three Internet tools and strategies to drive new revenues and/or cost savings for this particular business.
 - The DEi score is based on the current Internet-enabled applications that the business is using. This score can be improved by implementing the Small Business Growth Program.
 - The DEi Coaches Report addresses critical business issues and opens up discussion on benefits of implementing Internet tools and strategies into the business.
- b. Make practical and effective use of the Financial Impact Calculator (Appendix C) to uncover where else the business can save money and drive revenues through adoption of broadband utilization.
- c. Six eBusiness Learning Modules are available for the business to review online at a time and pace that suits them. Review the eBusiness Learning Modules prior so you can assist the business with suggestions to help them adopt Internet tools and strategies to improve their business.

The **eBusiness Learning Modules** include:

Cloud Services	Explains benefits for business, effective cloud tools, how to save money.
eMarketing	How do you get people to your site? Review main online eMarketing activities including: social media, email, newsletters, video etc.
Customer Service	Explore online customer support and its' importance in business success.
Telework	Telework is work completed in an environment other than the employer workplace.
Security	Over 60% of North American small businesses do not have an online security plan. Does this apply to you?
Selling Online	Selling Online creates opportunities and challenges for both new and established businesses. How can your business cash in?

- d. Have a list of local Technology companies at the ready who may assist the business to discuss and/or implement selected Internet applications or strategies. (i.e. Web Developer, Graphic Designer, Computer Technician or Bookkeeper, etc.)

SMEs deploying just one additional revenue-generating Internet practice can increase their revenues by as much as 18%. (Source: SNG)

2. Client Meeting:

Review and discuss the DEi Scorecard (Appendix A) and DEi Coaches Report (Appendix B) with your client.

- Review the "total annual impact" on the DEi Scorecard when discussing additional Internet tools and strategies. Check out some FAQ's to help with the conversation. (Appendix D)
- Identify and discuss what top three Internet applications and strategies that will immediately impact their business.
- Show the business the Financial Impact Calculator (Appendix C) to uncover where else they can save money and drive revenues through broadband utilization.

For example: Bob's plumbing and Hardware does not have a website. Review their DEi Scorecard, DEi Coaches Report and highlight the suggested Internet applications and strategies on the bottom of their DEi Scorecard. The DEi Scorecard reveals that Bob's Plumbing could benefit by X% by implementing: Selling Online, Cloud Services and eMarketing. Review the eBusiness Learning Modules with the business. You can also run a few figures through the Financial Impact Calculator to reveal if they implemented the suggested Internet applications and strategies, the impact to their bottom line.

3. Next steps

Review the meeting. Address any questions or concerns.

Empower the business to learn and adopt the suggested Internet applications and strategies. Help them utilize local Technical companies or contacting their local **eAdvisor** for further advice on implementation.

Book a follow up meeting one month later.

**Streamlining just one process with online tools can drive cost savings as high as 5%.
(Source: SNG)**

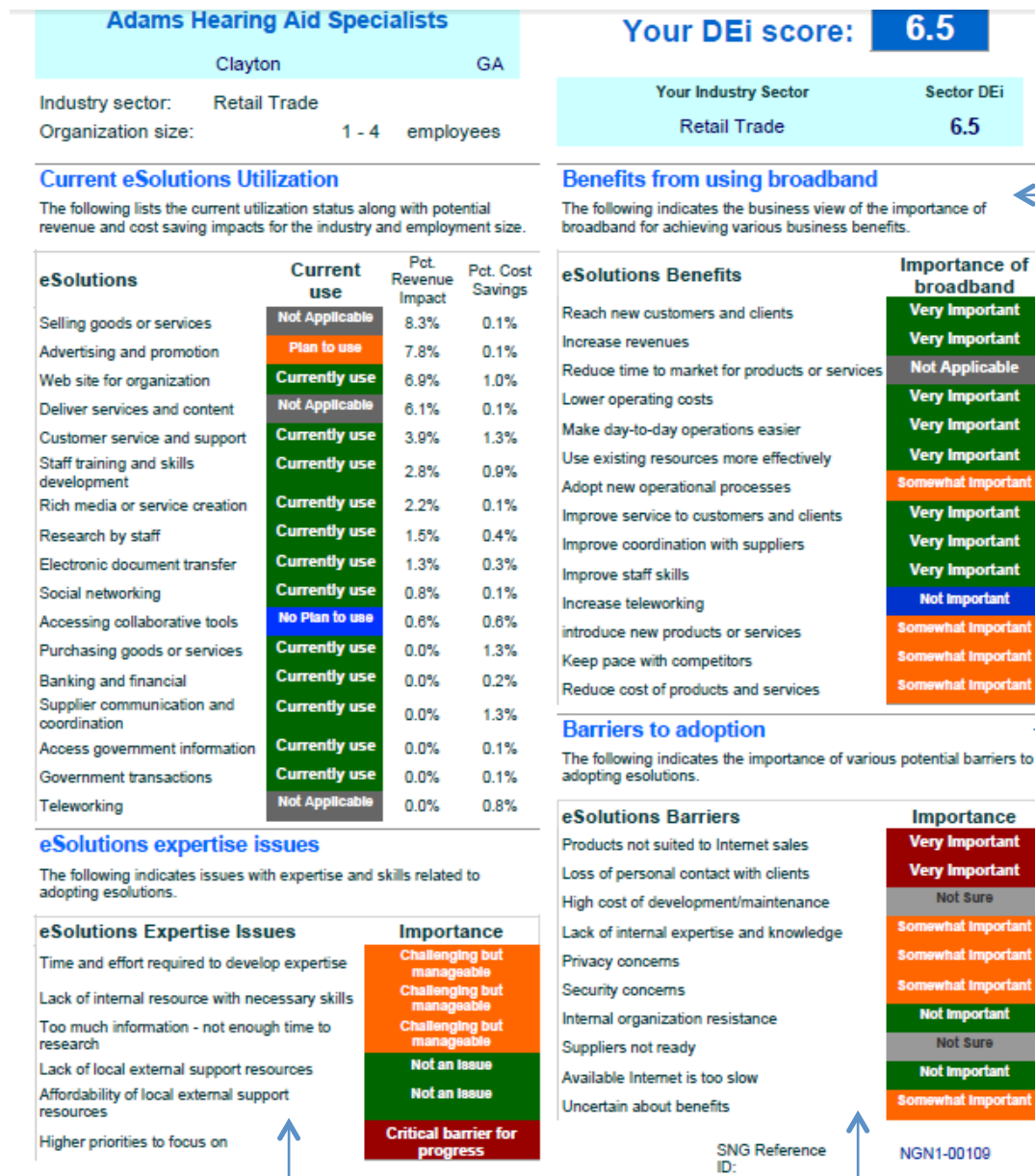
Resources

DEi Scorecard and DEi Coaches Report	www.sng.....
Financial Impact Calculator	www.....
eBusiness Learning Modules	www.....
eAdvisor	

Appendix A: DEi Scorecard and DEI score (Digital Economy Index Scorecard)



Appendix B: DEi Coaches Report Focus first on the “red” areas – address these critical items.



Review and discuss the “Benefits from using Broadband”. How can we make broadband relevant to small business to improve their bottom line?

It is also important to take a look at some of the “barriers to adoption”. In this example it looks like the product may not be suited to sell on the Internet. It's important to talk about this and discuss selecting the “eBusiness Learning Module” solution to

Under this section “eSolutions expertise issues” it looks like there's a critical barrier for progress when it comes to the fact that this example has higher priorities to focus on. Discuss the higher priorities that they need to focus on?

How does the value of implementing these eLearning modules` impact your business?

It looks like lots of personal contact with client is also “very important” your business. What are your main concerns around loss of personal contact with clients?

If personal contact with clients being lost is a concern for you we will factor that in as we look at eLearning solutions and your internal process to make sure that that does not become a detrimental issue.



DEi Impact Calculator
- choose e-strategy based on ROI -

See your potential benefits from increased utilization

Estimated Benefits from New e-Solutions

New Revenue	New Cost Savings	Annual Net Benefit	Add to DEi
\$ 127,800	\$ 9,640	\$ 137,440	4.09

Details of potential revenues and cost savings

Estimated Benefits from Individual Additional e-Solutions

Type of e-Solution	Revenue	Cost Saving	Net Benefit
Advertising and promotion	\$ 45,100	\$ 120	\$ 45,220
Web site for organization	\$ 40,150	\$ 1,920	\$ 42,070
Selling goods or services	\$ 33,850	\$ 320	\$ 34,170
Social networking	\$ 5,600	\$ 240	\$ 5,840
Supplier communication and coordination	\$ 0	\$ 5,720	\$ 5,720
Accessing collaborative tools	\$ 3,100	\$ 1,320	\$ 4,420



Source: SNG Digital Economy Database n = 27,200

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Appendix D: FAQ's: In combination with the DEi Scorecard and DEi Coaches Report here are some examples of questions to ask the business to gather information in the selection of eBusiness Learning Modules.

	Suggested eLearning Modules	Additional eLearning Modules
Do you have a website?	Selling Online	Online Marketing, Cloud
What products and services do you deliver online? What are the pros and cons for your business for selling online? Where and what do you currently purchase and have your tried sourcing them online?	Selling Online	Online Marketing, Security, Customer Support
What is your online marketing and promotion strategy?	Online Marketing	Selling Online, Customer Support
What services do you deliver online?	Selling Online	Online Marketing, Security, Customer Support, Cloud
Do you have online customer support?	Customer Support	Cloud, Online marketing
Do you use Rich Media?	Online Marketing	Cloud
Have you implemented an SEO strategy & Google Analytics strategy for your website?	Online Marketing	Google Analytics
Looks like you may need to access specific expertise with in company, is the expertise available internally? (I.e. bookkeeping, graphics, website)	Remote work	Cloud
What are elements of your product or service that customers are emotional connected/responsive to? How do your customers provide word of mouth referrals? Do you have a social media plan?	Online Marketing (Social Media)	Security, Customer Support
What government information do you need and how can you automate its delivery to you? Can you conduct your current government transactions electronically or automate them?	Your City, County & State/Federal websites	
For your banking and financial requirements, how do you currently bank?	Selling Online	Security, Customer Support, Cloud
What is the level of sensitive information you transfer and how are you securing it?	Cloud	Selling Online, Security, Customer Support