



GlobalTeamsDirect – Going Online

“taking your business online”

What can you do online that you currently do offline?

Everything, except physical delivery.

This is all about two parts of your business Operations and Marketing.

To be more specific it is about two things in marketing and operations – capacity and pricing.

Capacity is the ability to do business online and can be as simple as a computer with an internet connection and an email account. That's it! Nothing more than that – you may have been told that you need a website, search engine optimisation, keyword density and maybe a whole lot more, that is a lot and do you have the time? There are only two things you need and that is having something to sell and people looking at what you are selling.

Hmmm, you have enough to do already so take it back to the very basics of a computer with an internet connection and an email account. But these two things you may already do so taking your business online should not be that difficult. You will also need the ability to fill orders and a way for people to pay you.

Pricing is the key to success, or failure, in taking your business online. Internet buyers are driven by one thing and that is PRICE. They are looking for and expect one thing a better deal i.e. cheaper. Pricing goods or services on the internet needs a different mindset and if you are willing to realise that you are operating in a different environment to your present business and willing to price differently your business could be successfully taken online.

Pricing on the internet is based on three things:

1. The cost to buy or produce the goods.
2. The cost to have the goods delivered to you.
3. The cost to have the goods delivered to your customer.

Internet Selling Pricing Formula

Purchase cost + freight inwards + freight outwards = Start Price

This leaves out one important part and that is the profit for you and we will deal with that now.

Doing business online does take a different mindset, the one thing that is different is that your customer is not physically in front of you, so you don't get to do a presentation, establish value and all the other things you do – so the one thing they can look at is price. This is the only thing that sets you apart and is what you need to focus on.

This is the big change in the mindset that you may need to make and that is you let the market (your customers) set the price. Something like an auction, in fact we recommend using auctions; list your goods using the formula:

Purchase cost + freight inwards + freight outwards = Start Price

This is the base price that you would use and let the market determine the price, your job now is to make sure that you are pricing correctly and list the goods on an auction site.

This goes against everything that your experience may be telling you, but internet marketing and selling is still like a new born baby – we have no idea what it is going to grow into. So like new parents we have to learn on the job.

In any business “cash is king” and the internet operates on cash. So even though the pricing model may seem odd (even bizarre) your sales are 100% cash all the other costs of your business are met from your present business so anything above cost is pure profit for you, pure profit here is also cash in the bank.

Has this been done before, yes it has.

There is a fairly famous business deal between Alan Sugar and Microsoft. Alan Sugar is probably best known for AMSTRAD computers. When AMSTRAD was moving to shipping operating systems with their computers Microsoft said to him that they were willing to have MS-DOS in AMSTRAD computers at basically any price. Microsoft knew at the time that computers were going to be something big and wanted to have as much of the market as possible.

That is a change in mindset from the traditional way to do business. Market share was more important than being profit driven. That is the mindset, market share of the internet is all important as anything you sell (above cost) is 100% profit for you.

If you have opened your mind to the possibilities of marketing/selling on the internet you should also realise the potential it has, no longer are you restricted to a physical premises and a local market and an internet business can be run from your existing premises, your garage, spare bedroom and the like.

This has been kept very short and simple, although some of the concepts are new they are extremely powerful.

There is a lot more that follows from starting an online strategy that is beyond what has been written here. Where do you go after you have started but one thing to think about is what will a successful online strategy do for the value of your business?

So what do you have to do:

1. Simply sign up on the GlobalTeamsDirect Auction website for your country.

[Click here to join GlobalTeamsDirect Auction Site](#)

2. Work out what offers you are going to put on the auction site and start them.
3. If you don't have a way to receive payments online, Paypal can have you up and running in minutes.

[Click here to join Paypal](#)

4. That's it, you now have taken your business onto the internet.

GlobalTeamsDirect will get the traffic (potential buyers) to view your auctions that is our part in the process of taking your business online.

You create the offers – we find the buyers.

GlobalTeamsDirect auction sites don't charge any fees for sellers until the goods are sold – no listing fees, no re-listing fees, no image fees – no fees until your goods are sold.

No risk, everything to gain and nothing to lose.

Sometimes failure is not so frightening as regret.

The Team @ GlobalTeamsDirect

The auction platform we use can be found at, just click on the link for your country:

<http://www.globalteamsdirect.com/pages/auctiondirectory.html>

An electronic version of GlobalTeamsDirect – Going Online is available at:

http://www.globalteamsdirect.com/free_resources/GTD_Going_Online.pdf

If you have any questions that you would like to ask you can email me from the Contact Customer Support link on the website or call Neil Doran on 0427788793 (in Australia) or +610427788793 (outside Australia)