



The *FUZE* Newsletter

In the *NEWZ*...

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Communication Challenge

Recently we were faced with a challenge. One of our clients contacted us to help design a way to engage their Volunteers, by allowing them to collaborate on the status of the projects they were working on, and enhance the communications between every one of the volunteers. Some of the challenges this volunteer organization faced was a constantly changing volunteer base and volunteers that had a large geographical dispersion.

This is how we did it....

First we looked at the requirements of the volunteer program. Then we completed a needs analysis and helped design a volunteer extranet (a secured web site that allows the volunteers to share and collaborate on constantly changing information).

The objective of the new extranet is to grow the volunteer program while still maintaining superior level of communication between the volunteers and the facilitators. The Volunteers now have at their finger tips a common place to get current up-to-date information on what is going on in their organization. The new repository has all the information that each volunteer needs on a daily basis and allows them to collaborate on the data. Our clients goals of an open line of communication have been achieved.

To discuss how you can make your business communicate better, please [contact us](#), we can help.

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FEATURE ARTICLE—TECHNOLOGY

Quote

A budget tells us what we can't afford, but it doesn't keep us from buying it.

~William Feather

Humour Break



Job Interview Question

You are driving along in your car on a wild, stormy night. You pass by a bus stop, and you see three people waiting for the bus:

1. An old lady who looks as if she is about to die.
2. An old friend who once saved your life.
3. The perfect man (or) woman you have been dreaming about.

Which one would you choose to offer a ride to, knowing that there could only be one passenger in your car?

Think before you continue reading. This is a moral/ethical dilemma that was once actually used as part of a job application.

You could pick up the old lady, because she is going to die, and thus you should save her first; or you could take the old friend because he once saved your life, and this would be the perfect chance to pay him back. However, you may never be able to find your perfect dream lover again.

The candidate who was hired (out of 200 applicants) had no trouble coming up with his answer.

He simply answered: "I would give the car keys to my old friend, and let him take the lady to the hospital. I would stay behind and wait for the bus with the woman of my dreams."

We appreciate referrals!

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Ecommerce - How do I get Started?

I was recently asked the question, "How do I get started in selling online"?

To be quite honest, I had to think about it for a while. My feeling is that people think the hardest part about Ecommerce is the technology side of it. I tend to disagree. I believe selling online takes many forms and processes. The first thing you have to do is:

1. Get a set list of features that your site needs to encompass.

Do you need variable tax tables?
How will invoices be generated?
What payment methods will be accepted?

2. Ask yourself, "Who will be maintaining your Ecommerce site?"

Regardless of what product you want to sell it takes time to manage the site. So make sure that the person(s) managing the site have the aptitude.

Ok, so you have asked yourself these questions and you have developed some of your processes, where do you go from here? What happens when you get sales? You must be sure to develop processes such as:

1. Develop the marketing process for the new online sales.
2. Develop the process for handling these new orders.
3. Determine who is responsible for ensuring the product gets to your new online clients.
4. Develop feedback mechanisms for the sales you create online.

One of the easiest methods of starting an online store is Ebay. Take a look at his site it covers all the basics of Ebay.

<http://www.buying-and-selling.net/>

But I'm sure you already knew that.

A couple of other methods of selling online that you may not know about is using ecommerce shops like Shopify and BigCommerce. These are online template shops that charge you a monthly fee to host an instance of their Ecommerce site.

The last possibility is to have your own custom store on your company site. This is the point where I say, give me a call and we can discuss all the aspects around this. Most can work their way around Ebay, and online ecommerce shops. However, if you want to move to your own custom site I recommend getting professionals involved to help you get the technology set up and functioning the way you have intended.

As I discussed before regardless of the technical method you use to sell your products, it all comes down to your products and processes for handling the sales that will make an Ecommerce initiative successful.

Article Courtesy of Brad Wirth

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