



Selling Online for Small Business

We help you build your online store, and then show you how to manage it to boost sales.



Take your business online

The world has changed and shifts in consumer spending habits are here to stay. To survive, companies must quickly take their business online or get left behind.

Our e-commerce experts know that setting up a virtual storefront is just the first step to selling online. We help you take your business there too, showing you how to manage and maintain it long after we're gone.

In just a few months, Selling Online for Small Business helps you:

- **Prepare to quickly launch your online store**
With an easy to use e-commerce platform, we will act swiftly (and remotely) to get your products online and create a great customer experience. Plus, its intuitive functionality combined with our guidance sets you up to be self-sufficient so you can manage your own store.
- **Run a healthy and profitable e-commerce business**
When you launch your online store, you will be prepared to manage it effectively as we will have coached you on key activities such as measuring success, adjusting to trends, and generating traffic through online marketing.
- **Plan for future online growth**
As your e-commerce business grows, you will have a roadmap to help you ramp up your operations to meet increased demand. We coach you on best practices such as forecasting and inventory management to help you manage growth profitably.

Here's how we'll work together

Phase 1

Discover	
Business context	We assess your current state and readiness for e-commerce by looking at your target customers, value proposition, key activities, partners, and other elements needed to support your online sales transition.
Team engagement	After interviewing key members of your organization for input, we help you and your team understand the competitive landscape and identify opportunities to position your online store effectively.
Sales funnel	Based on your online sales objectives, we quantify the customer journey most likely to achieve them. We also explain best practices for selecting the most profitable products to sell online.
E-commerce plan	We explore the features of your e-commerce platform, identify quick wins to accelerate your launch, and establish next steps to get you rolling.

Phase 2

Develop	
Product selection	To maximize profitability, we coach you on pricing and payment considerations that help you select an initial product line-up for the Minimum Viable Product (MVP) of your online store.
Online store set-up	We ensure you apply best practices in setting up your online store, guiding you on everything from your domain name and design theme to order fulfillment and inventory management processes.
Business policies	To help you manage your e-commerce effectively and maintain customer satisfaction, we coach you on shaping key business policies related to shipping, returns, refunds, and privacy.
Online content	We guide you in drafting compelling, web-friendly text for your homepage and up to five product pages, so you have a solid template to follow as your store grows beyond the MVP stage.

Phase 3

Deliver	
E-commerce management	We empower you to manage your online business by showing you how to set KPIs to measure success, identify trends to make the right improvements, shape customer service standards to secure loyalty, and how to deal with negative comments online.
Team alignment	To prepare your team for online selling, we coach you on key leadership and change management practices such as defining new roles and responsibilities, providing training, and managing performance.
Online marketing	We help you explore marketing strategies to drive traffic to your online store and boost sales including email, social media, and search engine optimization.
Growth management	We show you how to adjust your product catalog, forecast demand, manage inventory, leverage technology and other efficiency-boosting best practices to help you grow profitably.
E-commerce roadmap	We provide you with an implementation schedule and related responsibilities to help you grow your online store as efficiently and quickly as possible.

We work together as a team!

Our role

- Drive for short and medium-term impact
- Provide coaching and support
- Ensure efficient use of your time
- Deliver e-commerce plan and MVP (Minimum Viable Product) of your online store

Your role

- Prepare for and commit time to meetings
- Take ownership of business decisions and engage in action plan development
- Provide required information within needed timeframe
- Ensure cooperation from required members of your company

Is Selling Online for Small Business right for you?

The answer is “Yes!” if you need to:

- Quickly adapt your business to current online consumer habits
- Set up your online store using effective best practices
- Learn how to manage your e-commerce business profitably
- Explore marketing strategies to drive online traffic and sales

Financing options available

BDC can finance the cost of advisory services.

As the bank for Canadian entrepreneurs, BDC has the smarts to accompany your growing business by combining financing with practical advice so you can achieve your ambitions efficiently and profitably.



For more information,
visit [bdc.ca](https://www.bdc.ca)

