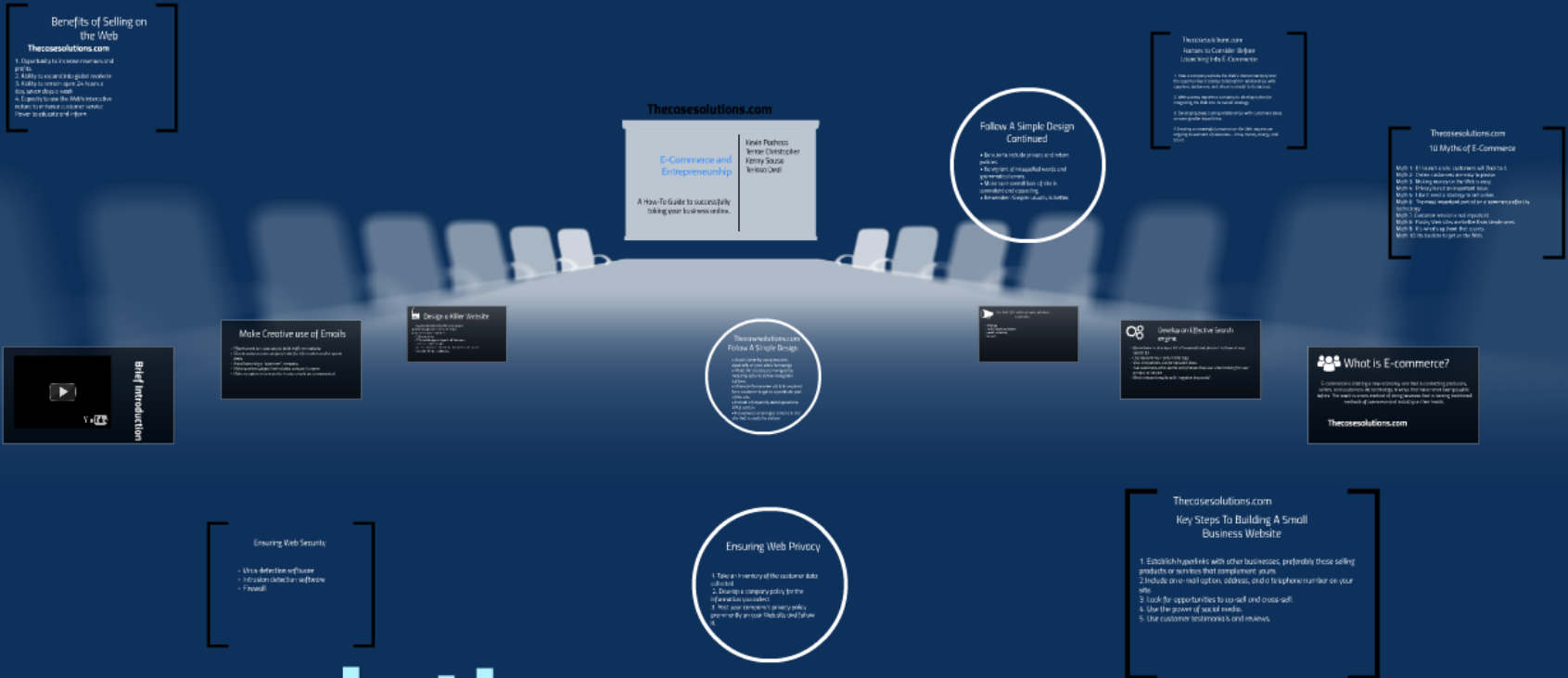


# Jones Lang LaSalle 2001 - 2012: An Interview with Americas CEO Peter Roberts, Video Supplement



# Thecasesolutions.com

# Jones Lang LaSalle 2001 - 2012: An Interview with Americas CEO Peter Roberts, Video Supplement

**Benefits of Selling on the Web**  
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1. Opportunity to increase revenues and profits
2. Ability to reach international markets
3. 24/7 customer support 24 hours a day, seven days a week
4. Ability to use the sales manager web tool to enhance customer service based on individual culture

**Thecasesolutions.com Factors to Consider Before Launching into E-Commerce**

1. The company needs to have a competitive and unique value proposition
2. The company needs to have a strong online presence and a strong brand
3. The company needs to have a strong customer service team
4. The company needs to have a strong marketing budget

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**E-Commerce and Entrepreneurship**

A How-To Guide to successfully taking your business online.

Kevin Peterso  
Janice Christopher  
Henry Stano  
Teresa Dell

**Follow A Simple Design Continued**

1. Research to include primary and secondary research
2. A list of key players and competitors
3. A list of key players and competitors
4. A list of key players and competitors

**Thecasesolutions.com 10 Myths of E-Commerce**

- Myth 1: E-commerce will kill the brick and mortar store
- Myth 2: E-commerce is only for B2C
- Myth 3: E-commerce is only for small businesses
- Myth 4: E-commerce is only for tech-savvy customers
- Myth 5: E-commerce is only for high-end products
- Myth 6: E-commerce is only for high-end products
- Myth 7: E-commerce is only for high-end products
- Myth 8: E-commerce is only for high-end products
- Myth 9: E-commerce is only for high-end products
- Myth 10: E-commerce is only for high-end products



**Make Creative use of Emails**

Use email to promote your products and services. Use email to build your customer list. Use email to provide customer support.

**Design a Killer Website**

Design a website that is easy to use and visually appealing. Use a professional design firm or a web design service.

**Thecasesolutions.com Follow A Simple Design**

1. Research to include primary and secondary research
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**Develop an Effective Search Engine**

Use a search engine optimization (SEO) service to improve your website's search engine ranking.

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**What is E-commerce?**

E-commerce is the buying and selling of goods and services over the internet. It includes online retail, online services, and online business-to-business (B2B) transactions.

**Ensuring Web Security**

- Virus detection software
- Firewall
- Intrusion detection software

**Ensuring Web Privacy**

1. Use an inventory of the customer data collected
2. Develop a privacy policy for the information you collect
3. Find out where your company's data is stored
4. Use a secure data storage service
5. Use a secure data storage service

**Thecasesolutions.com Key Steps To Building A Small Business Website**

1. Establish hyperlinks with other businesses, preferably those selling products or services that complement yours.
2. Include an e-mail option, address, and a telephone number on your site.
3. Look for opportunities to up-sell and cross-sell.
4. Use the power of social media.
5. Use customer feedback and reviews.

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## E-Commerce and Entrepreneurship

A How-To Guide to successfully  
taking your business online.

Kevin Pacheco  
Terrae Christopher  
Kenny Sousa  
Terissa Deal



# What is E-commerce?

E-commerce is creating a new economy, one that is connecting producers, sellers, and customers via technology in ways that have never been possible before. The result is a new method of doing business that is turning traditional methods of commerce and industry on their heads.

**[Thecasesolutions.com](http://Thecasesolutions.com)**

# Benefits of Selling on the Web

## **Thecasesolutions.com**

1. Opportunity to increase revenues and profits
2. Ability to expand into global markets
3. Ability to remain open 24 hours a day, seven days a week
4. Capacity to use the Web's interactive nature to enhance customer service  
Power to educate and inform

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## Factors to Consider Before Launching into E-Commerce

1. How a company exploits the Web's interconnectivity and the opportunities it creates to transform relationships with suppliers, customers, and others is crucial to its success.
2. Web success requires a company to develop a plan for integrating the Web into its overall strategy.
3. Developing deep, lasting relationships with customers takes on even greater importance.
4. Creating a meaningful presence on the Web requires an ongoing investment of resources – time, money, energy, and talent.

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## 10 Myths of E-Commerce

Myth 1: If I launch a site, customers will flock to it.

Myth 2: Online customers are easy to please.

Myth 3: Making money on the Web is easy.

Myth 4: Privacy is not an important issue.

Myth 5: I don't need a strategy to sell online.

Myth 6: The most important part of an e-commerce effort is technology.

Myth 7: Customer service is not important.

Myth 8: Flashy Web sites are better than simple ones.

Myth 9: It's what's up front that counts.

Myth 10: Its too late to get on the Web.

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## Key Steps To Building A Small Business Website

1. Establish hyperlinks with other businesses, preferably those selling products or services that complement yours.
2. Include an e-mail option, address, and a telephone number on your site.
3. Look for opportunities to up-sell and cross-sell.
4. Use the power of social media.
5. Use customer testimonials and reviews.



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## Follow A Simple Design

- Avoid clutter by using less text, especially on your site's homepage
- Make the site easy to navigate by including easy-to-follow navigation buttons.
- Minimize the number of clicks required for a customer to get to a particular part of the site.
- Include a frequently asked questions (FAQ) section.
- Incorporate meaningful content in the site that is useful to visitors