

FORMAL BUSINESS PRESENTATIONS

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Rotary Seminar Teams, Project Free Enterprise IV, 1994

Now that you have your business well established and well organized, your bookkeeper maintains orderly financial records, and your salesmen do a fabulous job of getting new clients and keeping the old ones happy, it is time to make your business grow.

Have you ever heard the term "leverage"? It is a very fashionable term in American business circles, and it made some people very, very rich. But what does it really mean? In plain American language it means "using a power of a lever"; in business language it means "using other people's resources".

There are three basic forms of leverage: other people's efforts; other people's knowledge; and, other people's money.

Why am I talking about it now? Because I said that it is time to make your business grow. Think about a lever. You can lift only so much by using the power of your muscles, but you can lift much bigger objects much higher if you use a lever. So, there it is: leverage.

You already are using some forms of leverage: hiring employees means using other people's effort. Getting consultants to work for you, or just simply asking questions, means using other people's knowledge. You must be able to access the brain power of many other people if you want to accomplish big goals. And last, but absolutely not least, your ability to use other people's money and resources to leverage your talents is the key to financial success.

How successful you are in any of the above forms of leverage depends entirely on your persuasive abilities. You have to show your talents, your strengths, your achievements. Preparing a FORMAL BUSINESS PRESENTATION is the first step on your way.

Before you get started you need to ask yourself some important questions: WHO is your audience, WHAT do you want to achieve, and WHERE will you make your presentation. You should customize your materials and the contents depending on the answers to these questions.

Your presentation would be less formal, more relaxed, if you are talking to your employees, persuading them to let you use their efforts. On the other hand you should be more sophisticated with you questions when leveraging by using other people's knowledge. And, when it comes to other people's money, you better be well prepared!

Formal Business Presentations	1
Who for?	
-Customers	
-Investors / banks	
-Media /marketing	
-Employees	
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Formal Business Presentations

Always remember the power of first impression. Proper packaging means half of the success in sales, street vendors know it too, look at their displays. But don't stop at the outside effects, the content and the form of your presentation are just as important.

Professional presenters in the United States are saying, that a successful presentation should consist of three parts:

1. Tell them what you are going to tell them (25%)
2. Tell them (65%)
3. Tell them what you told them (10%)

The numbers in the brackets mean percentage of time assigned to this part. You may title it in a more sophisticated way: Introduction; Presentation; Summary - but make sure to follow this outline. The audience retention will dramatically increase if the information is given to them three times.

Organize your thoughts in terms of the following:

- How Long
- Order of Thoughts
- Tools : Visuals

"How long" will depend on your audience and the time they have assigned for you. Leave some time for questions - they will indicate how much interest your presentation aroused. "Order of thoughts" shall be dictated by the goals you want to achieve. You will not dwell on financial needs of the company when talking to your employees, while clear dollar figures may be an opening statement in a presentation to your banker.

Formal Business Presentations	2
<ul style="list-style-type: none">-Cover page-Colors of paper / print-Visuals / graphics-Presenter / appearance-Clear, concise text	
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Formal Business Presentations	3
<ul style="list-style-type: none">-Tell them what you are going to tell them (25%)-Tell them (65%)-Tell them what you told them (10%)	
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Formal Business Presentations	4
<ul style="list-style-type: none">-How long-Order of thoughts-Tools : Visuals	
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Then, tools. It has been proven that with the use of visuals presenters appear:

- Better Prepared
- More Professional
- 43% More Persuasive
- More Credible
- More Interesting

Isn't it what you want to be? People will pay more money (26% as some studies have found) for the same product or service when good visuals are used.

Furthermore, the audience demonstrates **INCREASED ATTENTION, COMPREHENSION AND RETENTION** when the presenter uses visuals. If a picture is worth a thousand words, then one picture is worth **EIGHT MINUTES** of talking

The same studies I mentioned before have shown that meetings in which visuals are used are 30% shorter than those without visuals. Now, in the United States there are an estimated 19 million meetings per day (don't ask me how they found it out!). If it is so, 30% less time of all the people involved translates into billions of dollars of savings per day!

What form of visuals you should use depends on your resources, and where you present. There are several types of visuals:

- Flip Charts
- Posters
- Transparencies
- Slides
- Handouts

Flip charts are best used in small, informal group settings, such as training sessions, or meetings with your employees, when you want to encourage interaction. You may prepare them in advance, or you can write as you speak. If your audience brings up new ideas, you have the flexibility of adding those to your charts.

Formal Business Presentations 5

- Better prepared
- More professional
- 43% more persuasive
- More credible
- More interesting

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Formal Business Presentations 6

If a picture is worth a thousand words, then one picture is worth EIGHT MINUTES of talking.

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Formal Business Presentations 7

Types of visuals.

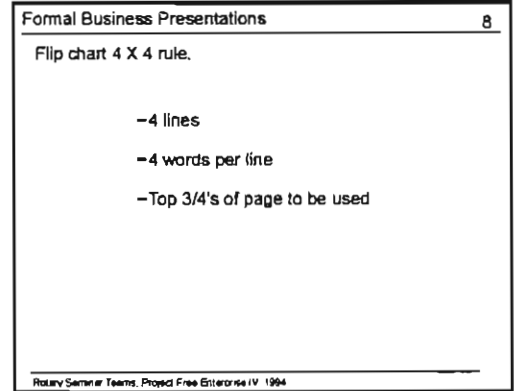
- Flip charts
- Posters
- Transparencies
- Slides
- Handouts

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Here are some tips for using flipcharts:

- Flipcharts 4 X 4 Rule:
- 4 Lines
- 4 Words per line
- Top 3/4's of page to use

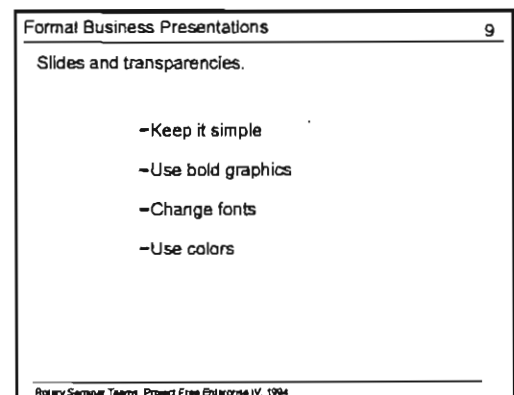
Also make sure that the letters are at least 3" to 4" (8 - 10 cm) tall, and use some colors. One disadvantage of using flipcharts is that you may spend a considerable amount of time writing on them in place of facing the audience.



Posters can often be a very effective way of graphically presenting certain aspects of your presentation. They can show much more detailed information for a longer period of time. Today there are many options of producing good quality posters for you presentations. They may be in color, or black and white, with pictures and graphics. If you print more of them, you can display your posters before the presentation. You may offer (or sell) them to your audience, and even have them displayed in your audience members offices after the presentation. Wow, what a powerful marketing tool!

Transparencies and slides are the most common types of business presentation graphics. There are some simple rules to follow when preparing them.

Keep it simple - slides have their 6 x 6 rule: no more than 6 lines, no more than 6 words in each line. This rule is different from flipcharts, as slides are usually presented to much bigger audiences, on much bigger screens.



Transparencies are similar to slides. Also keep them simple, and use the 6 x 6 rule. There is an easy test you may subject your transparencies to: put them on the floor, and if you can read them while standing, then the typeface is large enough.

The text of your slides, and/or transparencies should be concised. You can develop each thought as you do the talking. Your slide should just trigger a thought.

Using bold graphics and changing fonts is also very important in preparing the slides. Remember that slides should be easily readable from even the last row of the room. Same fonts without bold print are very difficult to read. The human brain recognizes a picture of the word, and transfers its meaning based on the picture. You

want to make pictures interesting and easily understandable to everybody in the audience. See the difference:

The same goes for colors. Use them but don't abuse them. Again, colors help to create the picture of the word in the brain, but too much color confuses it. I have another rule here: at least two, but no more than three colors.

For large rooms colors are of no use unless they are very bright, and you can dim the lights. You are much better of sometimes using just black and white, as we are doing right here.

Professional presenters recognize several types of slides, the most important of which are:

- Title slide
- Word slide
- Business charts

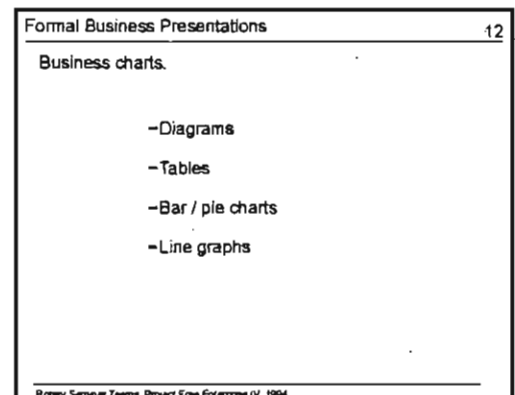
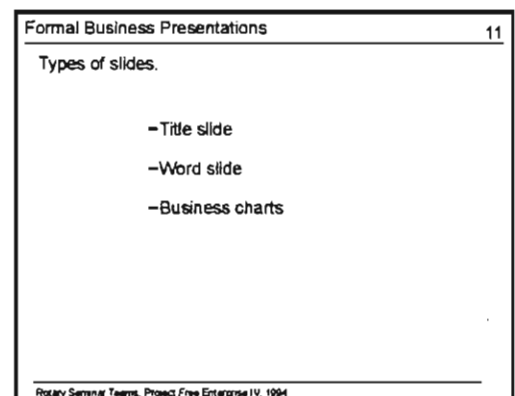
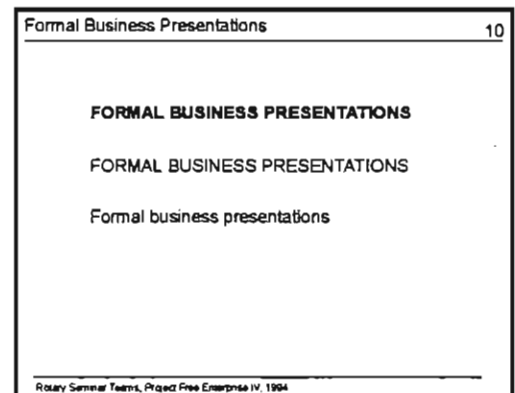
Your first visual should always be a title slide. It helps by focusing the audience attention on the screen, and gets them ready for your presentation. If you do not have a title slide, you may be showing part of your presentation before you intended to. The title slide also tells the audience that you prepared your presentation just for them, which helps to create a good first impression.

The word slides are what you are seeing today. Remember to keep words simple and concise. Adding a picture here and there helps retain audience attention. Words and pictures used together are six times more effective than words alone (studies have shown). Just make sure to customize your pictures depending on your audience.

Business charts may have different forms; the most commonly used are:

- Diagrams
- Tables
- Bar / Pie Charts
- Line Graphs

Charts are geometric designs offering a compact view of specific items in relation to the



whole. They help the audience to make easy comparisons, see changes, or grasp entire pictures. Again, make sure to keep them simple. Too much information will only clutter up a picture, and do a disservice to your presentation. Colors are really helpful when preparing clear, simple graphs and charts.

The last type of visuals I want to talk about today are handouts. They are printed pages pertaining to the subject of your presentation that you distribute to your audience. Unless you want the participants to take notes on the handouts, don't distribute them until the end. They are intended to enhance your speech, so don't overwhelm your audience with an avalanche of papers to sort through and carry home. It is not only costly, but also turns the audience attention from your speech to the handouts. You want to make eye contact with your audience, not talk to a room full of people who have their heads down reading your handouts.

Now that you have your presentation ready and visuals prepared comes the worst part of it: presenting. I don't know about you, but I always have "butterflies" in my stomach before every presentation. The best way to gain self confidence and make your presentation good, is to rehearse it. Quite often what's in print does not sound right when you have to say it. So, rehearse and adjust your presentation.

Let's follow the rules for good presentations and summarize what I said. I am going to tell you what I just told you.

Making your business grow by successfully using the leverage techniques depends on your persuasive ability. The best help to the process of persuading is a well prepared business presentation. Make sure to customize it to your expected audience, and to the goals you plan to achieve. Be clear and concise, use good visuals, create the image of a well prepared professional. And at the end, summarize - and if you expect a specific outcome, restate your expectations.

Good luck to all of you!!!!

THE STEPS IN COMPUTER IMPLEMENTATION

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Rotary Seminar Teams, Project Free Enterprise IV, 1994

Eastern Europe, before the fall of Communism, trailed the West in productivity. One factor in this was the relatively small use of computers. Things have changed, however. As mass markets develop and companies expand, they have to install networks. As the economy moves away from a cash basis, computers are needed to manage credit and accounts receivable. Electronic funds transfer with banks is becoming more common. As emphasis is placed on efficiency and fast response, links are developed with suppliers, whereby you can check inventory electronically and place an order electronically. In order to understand customers and competitors better, companies are building databases. Point of sale terminals are everywhere.

When you are considering the possibility of acquiring computers, you must establish your need and you must get some knowledge. One source for knowledge and assistance with your work is computer consultants. However, the novice is at their mercy. You must check their background with other businesses who have used their services. Many computer stores also offer training in programs. However, they train you on how to use a particular word processor, not on the methodology of system selection and system management.

The Steps in Computer Implementation	1
Every function in every company is using computers.	
<ul style="list-style-type: none">• Networks• Links with suppliers• Links with banks• Databases• Point of sale terminals	
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The Steps in Computer Implementation	2
How does a company get started with computers? What about management?	
<ul style="list-style-type: none">• Visit similar businesses• Talk to consultants• Take courses	
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The Steps in Computer Implementation

There are several different steps in acquiring an information system. They differ in the size of the information system and the use of the information system. For example, a program that runs on a single computer for a single person is less risky than a program that runs on a network for 10 people. In addition, the use of the program can make a difference. A program that is just used for writing letters is not as critical as a program that sends out bills on a daily basis. This

presentation assumes that a company is installing a system that has significant risk. Identify opportunities: you should not computerize haphazardly. Define what you need: what do you really need vs. what you would like to have. Acquire: the definition of costs and benefits; the evaluation of vendors; deciding how you will pay for it. Prepare: conversion of manual files to computer files; preparation of the site for power, air conditioning, and security. Install: installing the hardware and the software and going "live." Operate: backing up the system, tuning it, fixing it when things go wrong. Replace: plan on replacing the system; the hardware will become obsolete in three years; the vendors are constantly upgrading their software.

When identifying opportunities, look for things that have a financial impact and which can be done easily. Different companies will computerize different things. A consulting company will want to computerize the time keeping for its consultants, since they bill according to time spent on a given account.

The Steps in Computer Implementation	3
There are several different steps in the installation of a computer system.	
<ul style="list-style-type: none">• Identify opportunities• Define what you need• Acquire• Prepare• Install• Operate• Replace	
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The Steps in Computer Implementation	4
Identify opportunities	
<ul style="list-style-type: none">• What do you computerize first?• How do you get the knowledge?• Commitment by managers• How to get help	
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When defining requirements, you need to examine the functions, look at projected growth, off-the-shelf packages, and many other things. For a small business with limited in-house computer skills, it is not a good idea to build an application - for example, Billing - yourself. You are not in the systems business and you do not have the skills and resources. You must make a commitment to use the packages that you buy correctly. That is, if they do not agree with your business procedures, try to modify your business procedures. There is also a temptation to ignore growth and buy a small system, which will have to be replaced in a short time. Make an honest estimate of how much you will grow, then double it. Be prepared for the costs of computing, which include maintenance of the system, training of staff, and the reduced productivity which you will experience at the start.

The Steps in Computer Implementation	5
Define what you need.	
<ul style="list-style-type: none">• Prioritize• Project growth• Software packages• Hardware• Costs and benefits	
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When you actually decide to acquire a system you need to understand the vendor and feel comfortable with him. If you expect the vendor to assist you with the installation, you need to have good relations. Select a stable vendor. If the vendor goes out of business, you might be left with a system that nobody understands and nobody can support. Select a product that is not at the end of its life cycle. For example, it is not a good idea to buy a DOS product. You need to talk to other people in your business. A reputable consultant can help. It is a good idea to have a grid to compare vendors. If the system is complex you will need a contract that specifies the terms of support, the upgrade policies, cancellation, etc. Except in unusual circumstances, do not try to develop the system yourself.

The Steps in Computer Implementation	6
Acquire system	
<ul style="list-style-type: none">• Different types of vendors• Life cycle• Implication of linking with vendors• Contract• Vendor evaluation• Self-development	
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The Steps in Computer Implementation

Many people, even experienced users of computers, have the naive assumption that you simply buy the computer, turn it on, and begin working. While you can do this, it is not an effective approach. You need to examine your work flows to see how they will be changed by electronic filing. Some steps can be removed. New controls will have to be added. In addition, you must pay attention to training the people who will use the system - keyboard skills, how to understand the screens and menus, all the functions of the system. In general, people only use about 20% of the system's capability. Be prepared for reduced productivity initially. You may need new furniture to accommodate the computers. Otherwise employees will be sitting at the incorrect angle - they are liable to suffer back, neck, and wrist problems. If the computer is critical to your operations, you might need to install a backup power supply - a battery that will keep the system running if there is a power failure. For larger systems, air conditioning can be important. If you have small, poorly ventilated closets where you will be stacking computers you might have problems. Computers are valuable, plus they contain your valuable data. You might have to change the security of your office. For example, Dr. Taylor, our project director, was burglarized in April, and two of his computers were stolen. Be prepared for something like that to happen. In addition, if you have existing manual files, you need to decide how to convert this data. Will you convert it all at once? Who will do this? This can take a lot of manpower. Will you do it over time? If so, then do you have a plan for how you will run the manual systems and the electronic system in parallel?

The Steps in Computer Implementation	7
Prepare company for computer	
<ul style="list-style-type: none">• Redo the workflows• Train people• Furniture• Power and air conditioning• Security• File conversion	
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When you actually get to the installation, you find that you have need for extra staff for a limited, but intense period of time. This is where consultants can be of value. They know the system and how to install it. There is a lot of work in setting up the system - entering the chart of accounts into the computer, setting up the various files like inventory, customers, vendors, employees, etc. All this needs to be verified. Do not forget to test the system. How long do you intend to test the system? In

The Steps in Computer Implementation	8
Install	
<ul style="list-style-type: none">• Resource spikes• Testing• Contingency plan• Cut-over	
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The Steps in Computer Implementation

large installations, there should be a contingency plan - what will you do if the system does not go "live" as anticipated? When you do go "live" will everybody convert at the same time?

After the system is "live," comes the operations phase. This includes running the system, maintaining it, and supporting the people who use it. A system is like a building - it must be kept in good working order. There is a temptation to forgo purchasing maintenance from the vendor, in order to save money. In addition, some person must be in charge of backing up the system on some regular basis. This means making a copy of the data on a tape or other disk. Ideally, this data should be kept at another site - bank vault, for example. If a fire in your offices destroys all your sales and billing data you will not be able to continue your cash flows. Don't forget to review the systems's control reports. They provide information on the state of the database - how many records have been added, changed or deleted; what records have errors in them; etc. It is important to know whether the data is being input correctly, since you have fewer paper documents. As new people are hired, they will have to be trained. It is important to have documentation for the system.

The Steps in Computer Implementation	9
Operate	
<ul style="list-style-type: none">• Vendor support• Backup of data• Security• Manual system• Controls• Outsourcing	
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Many people do not plan for the eventual replacement of the computer system. You will outgrow the hardware - either it will become obsolete after three years, or the volume of your business activity will become too much for it. In addition, vendors periodically change their software, adding new features to it. They do not want their customers to use the older versions of the product indefinitely. Your depreciation schedule should be used to accumulate funds for replacement and upgrade.

The Steps in Computer Implementation	10
Replace	
<ul style="list-style-type: none">• New hardware• New release of software• Depreciation	
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The Steps in Computer Implementation

To summarize, you must keep in mind that a computer system has a life cycle. Each of the phases requires that you do specific things in order to be successful. Life cycle also means that you must plan for what follows it.

The Steps in Computer Implementation

11

To summarize,

- Computers have a life cycle
- Do the right thing in each phase
- Plan for replacement

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THE COSTS AND BENEFITS OF COMPUTERS

Michael K. Bourke, PhD

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Rotary Seminar Teams, Project Free Enterprise IV, 1994

All small businesses have certain common activities. They include the basic cycle of selling the product, stocking the product, billing the customer, and maintaining a customer file. Of course, there are differences in the number of customers, the number of products (or products vs. services), the billing practices, and the need for customer communications. For example, the inventory function is less important to a consulting company. A billing system is less important to a business that has few customers who make relatively large purchases. Many of these activities can benefit from the use of a computer.

For the Sales cycle, a computer can provide an on-line catalog of the items that are available for sale, in addition to the latest price. It can calculate the total, as well as the tax and any discounts. For the inventory cycle, the computer can determine the reorder point for an inventory item. It can produce orders, and it can produce lists of items for counting the inventory periodically. In the Billing cycle, the computer can create the bills to be sent out; it can keep track of old bills that have not been paid; and it can create reminders to customers that they have outstanding bills unpaid. In addition, computers can integrate fragmented manual activities. All documents are available to everyone at the same time in an electronic format. When you fill out a business form, the computer can check the spelling of items, it can fill in default values and repetitive information, so that the human does not have to waste time. In addition, the computer can do complex calculations, statistical analysis, and formatting of data for easier presentation and understanding.

Costs and Benefits of Computers

1

All small business have similar activities.

- Sales
- Inventory
- Payments
- Customer list
- Marketing

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Costs and Benefits of Computers

2

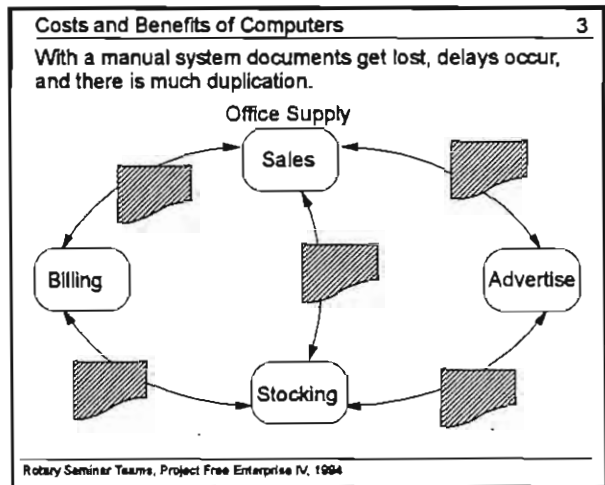
Computers permit you to do things that can not be done with manual systems.

- Work faster
- Work more accurately
- Do more with same staff
- Perform new activities that are not possible with the old manual system

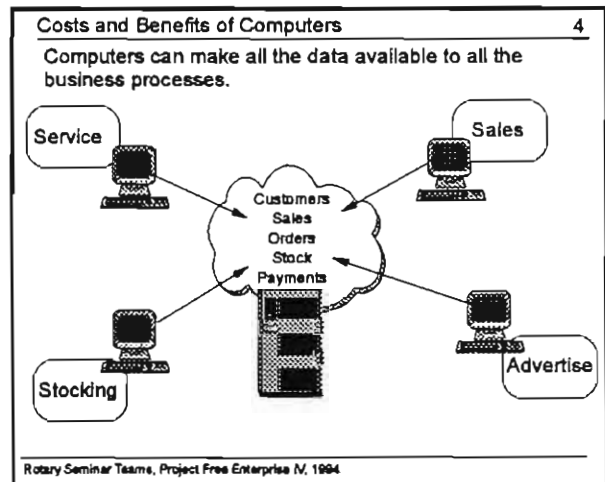
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The Costs and Benefits of Computers

Computers allow you to streamline the existing manual flows. The Office Supply company has several important business processes. They include Sales, Advertising, Inventory, Purchasing, and Customer Service. For example, Sales passes data on items sold and their quantities to Purchasing. Purchasing sends lists of items in stock to Advertising. Sales sends lists of items sold and customers to Service, so that Service will know what the customer's needs are. Sales sends lists of items sold to Advertising, so that the marketing and advertising people will know what is moving slowly and needs special advertising. But many things can go wrong when the volume of business activity increases. Sales does not inform Stocking; Stocking does not restock needed items; stock-outs occur. This increases the ordering costs (special orders cost more); it alienates customers, who might take their business elsewhere; it also distracts people from doing their regular jobs, which causes delays and added costs.



A computer network makes it possible to eliminate much of the paper flow. Everyone has access to the same data about the customer, the product, and the bill. This reduces the problem of lost documents, unsynchronized data, long waits, disruption of activity to find/check data are eliminated. Once the data is captured by one person it is immediately available to others. Of course, this assumes that a network has been installed. If the computers are stand-alone, while the different business areas need to communicate with each other and share data, then the benefits of computerization are reduced.



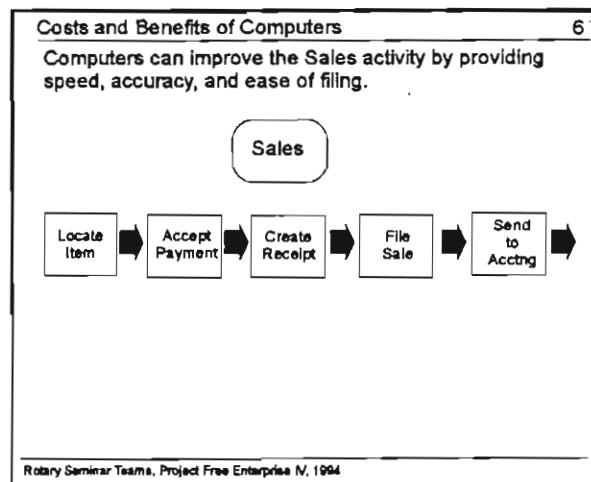
The Costs and Benefits of Computers

Computers, however, have their own special costs. They bring with them a new series of management issues.. In order for them to be used effectively, people must be trained, work flows and jobs must be restructured, and there must be management commitment to making them work. Under the manual system, there was a certain way of doing things. And this was adequate - up to a point. Then business activity grew, the need for faster response occurred, or there was a need to do things differently. The old system was based on flows of paper documents and much human intervention in the handling of information. There is a procedure for accepting a check. There is a policy for stating who has the authority to approve a payment by check. There is a procedure for sending the sales ticket to Accounting. There is a procedure for using the old cash register. And, of course, there is an accepted way of dealing with the customer while processing the purchase.

Costs and Benefits of Computers		5
Besides direct financial costs, computers impose organizational costs.		
Benefits	Costs	
• Accuracy	• Purchase cost	
• Speed	• Maintenance Cost	
• Productivity	• Training	
• Service	• Controls	
• Analysis	• Procedures and flows	

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In Sales, for example, it can be difficult and time-consuming to look up an item to determine its availability. A computer can do it automatically and rapidly. The cost is that someone else (in the Inventory function) must maintain this on-line catalog, adding new items and updating inventory levels as new shipments are received. In addition, the salesperson has to deal with the customer and the computer simultaneously. The screens can be confusing. If something wrong is entered into the computer, the computer will behave in ways that are undesirable and unpredictable.

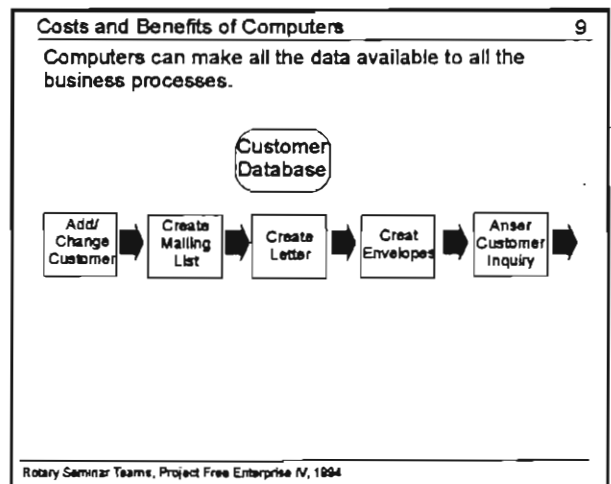
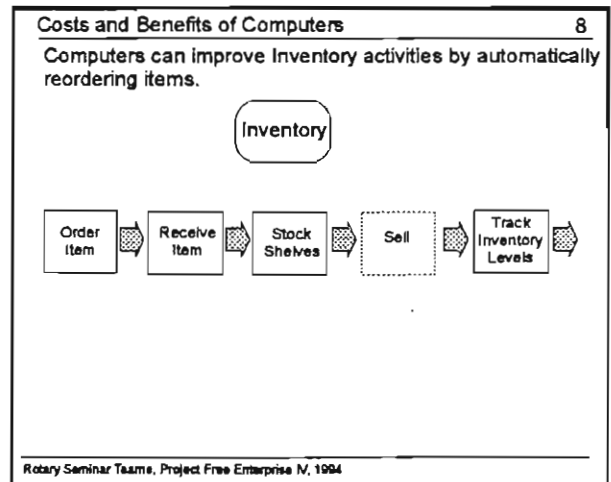
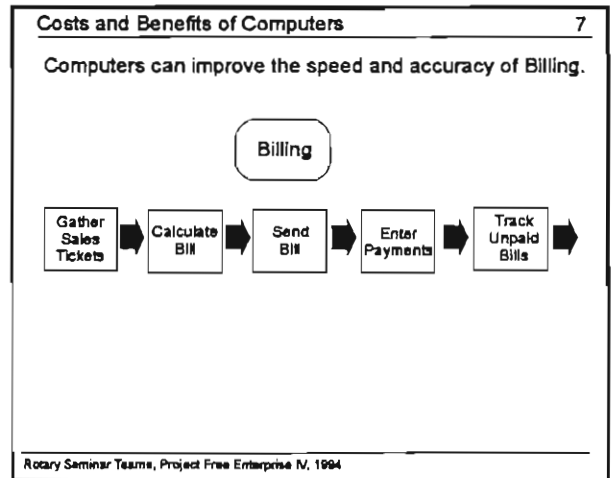


The Costs and Benefits of Computers

Credit sales and Billing will become more important as Poland moves away from a cash economy. The cost of computerized Billing is the training of employees to understand the aging reports, which can be confusing. The data is "locked up" in the computer, not on ledger sheets as before, and is inaccessible without the aging reports. Another cost is the need to accurately maintain the status of the customer. Inadequately trained and supervised employees can update the database incorrectly, denying credit to a valued customer, and you risk losing this customer.

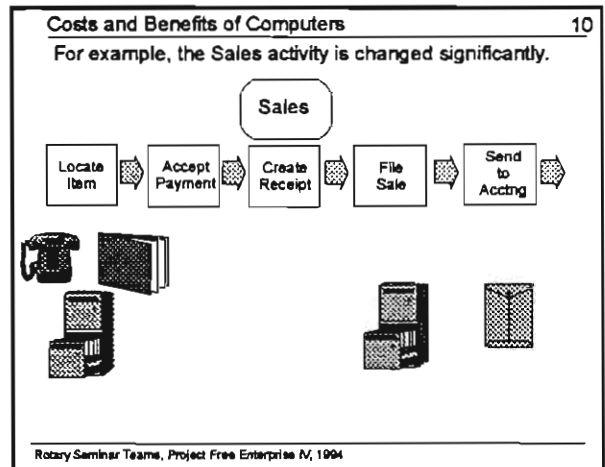
The cost of computerized Inventory is the work of employees to record the correct levels of inventory as soon as new shipments are received. Another cost is the need to conduct periodic inventory counts with the computer, not just visually.

If a company has many customers, and if communications with them is important, and if their status is changing frequently, then a customer database is a necessity.

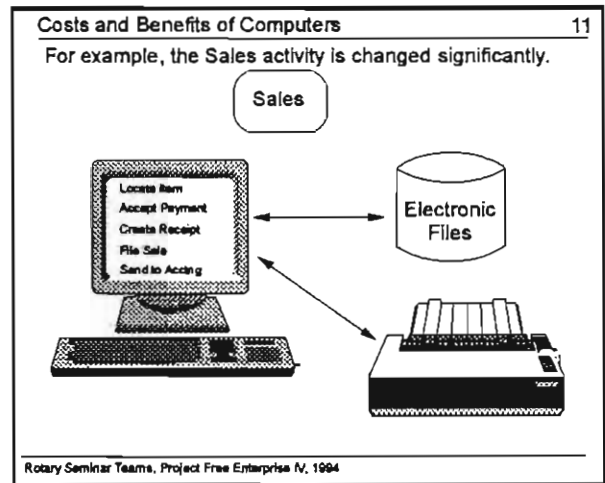


The Costs and Benefits of Computers

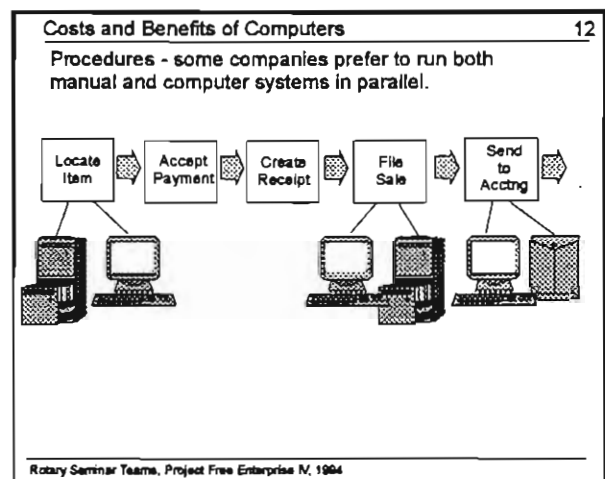
Many organizations experience a culture shock when they move from a manual business system to a computerized one. With a manual system, all the objects and activities are familiar - phones, filing cabinets, catalogs, ledgers, etc. For all of its inefficiencies, the manual system is comforting and familiar.



All of a sudden, the familiar items are replaced by a computer screen. Activities and control are taken away from the human and done within the computer. There is no catalog of items - they are now contained in the computer. Receipts and sales tickets are produced by the printer, not filled out by hand. Filing is done electronically. It sometimes requires an act of faith to accept the claim that the computer is taking care of everything. In addition, there is a restructuring of human relationships and interaction. You no longer take batches of sales tickets to the accountants. The computer does it for you.



In order to make a smooth transition, some companies run the two systems in parallel, the manual system beside the computer system. Some companies do this indefinitely.



Many training issues arise. Employees must be taught keyboard skills, including how to use a mouse. One reads a computer screen differently from a piece of paper. This must be practiced. The employee needs to know how to operate the printer - loading paper, changing the settings, and fixing paper jams. In addition, the employees must learn new procedures and new work flows. A further complication is the need to install manual back-up procedures for those times when the computer is not working. This is a real problem. Finally, the employees need to learn all the functions of the new system.

Costs and Benefits of Computers		13
Training		
<ul style="list-style-type: none"> • Keyboard skills • Mouse skills • Printer operation • New procedures • Software functions • Manual back-up procedures 		
Rotary Seminar Teams, Project Free Enterprise IV, 1994		

Controls are a very important issue. Previously, under the manual system, one could examine the hard-copy business documents to determine the status of a particular function. Now, with a computer, one has to be able to read complex reports, to follow several levels of screens, and to pay attention to the quality of the data that is input (correct addresses, correct amounts, etc.)

Costs and Benefits of Computers		14
Controls		
<ul style="list-style-type: none"> • Sales • Inventory • Customer Database • Billing 		
Rotary Seminar Teams, Project Free Enterprise IV, 1994		

You do not have to computerize everything at once. You should examine your business to determine where the greatest need is. If you have very high sales volume, with complex receipts, and many credit customers, you need to have a Billing system. If you have multiple types of inventory, seasonal inventory, you need to have an Inventory Control system.

Costs and Benefits of Computers		15
You do not have to computerize everything at once.		
	Volume	Changeability Complexity
Sales	X	
Inventory		X
Customer Database		X
Billing		X
Rotary Seminar Teams, Project Free Enterprise IV, 1994		

To summarize, there are many costs associated with the introduction of computers. In general, the indirect costs of training, reworking the procedures, and the initial loss of productivity will be far greater than the cost of the computer.

Summary

- Do not computerize haphazardly
- Understand all the financial costs
- Prepare your organization