

Making the Best of Small Business Saturday



By Thomas Ossa
CEO, RockWeb Systems Inc.
Webinar: 11/24/2021



In support of RocklandShopping.com

Special thanks.



Thanks to Rockland County Office of Economic Development
for sharing this webinar with their constituents.

About Me

- Graduated Ramapo College in 2006
- 1st company: Rockland Web Design Inc. 2007
- 2nd Company: RockWeb Systems Inc. 2021
- Active Member of 2 Chambers:
 - North Rockland Chamber of Commerce
 - Highlands Chamber of Commerce
- Member of:
 - Workforce Development Board of Rockland
 - North Rockland Academy of Finance
 - Author, *How to Program Your Life*, © 2016
- Currently host & maintain approx. 175 websites



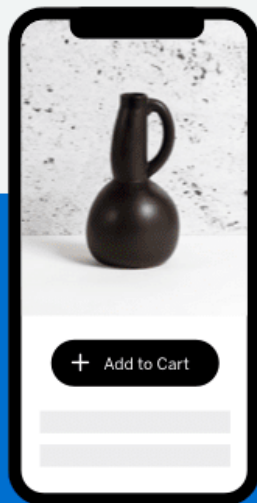


The top of the image features a decorative border with a dark maroon background. It contains several overlapping geometric patterns: concentric circles, a dotted semi-circle, and a solid semi-circle, all in a slightly lighter shade of maroon.

WE NEED RETAIL.

SHOP SMALL[®] × *By Black*

POWERED BY **SHOWFIELDS**



What we will cover:

1. Get your store ready!
 2. Put your best foot forward!
 3. Customer service!
- Q&A session

BONUS: PROMOTE, PROMOTE, PROMOTE!





Get your store ready.

Get store ready:

1. Clean it.
2. Purge it.
3. Plan it.





Put your best foot forward.

Best foot forward:

1. Best product
2. Provide info
3. Have stock



CUSTOMER SATISFACTION



Customer Service.

Customer Service:

1. Friendly
2. Helpful
3. Techie



RocklandShopping.com: Our 2nd year!

- **Directory for shoppers in Rockland**
- **Filter by:**
 1. Type of product/service
 2. Location
 3. Price
- **\$39.95 per retailer:**
 - Company name
 - Address
 - Best Product
 - Location
 - Price

LAUNCHING ON SMALL BUSINESS SATURDAY 11/27





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