



Web Strategy: e-Competence Training | New Media Marketing | Communication | Collaboration | Team Administered Websites

*About my Services...* Thank you for the opportunity to grow together.  
I hope we can develop a solid long term business relationship that mutually benefits us both.  
Let me outline what services I offer and how these services relate to the Refreshed IT brand.

- Kersten Kloss , Business Consultant - Web Strategy

**The objective at Refreshed IT** is to introduce business to new media web based tools that improve the way professionals and companies interact with each other, their clients and partners. Coming from 15 years of e-competence experience, applied to product research and development, marketing, sales and training, Kersten Kloss shares his passion for new-media web strategies, and introduces interactive website technologies to enhance a company's creativity, collaboration, work efficiency and communications to help attract new sales opportunities and solidify existing business relationships.

### Strategic Services:

**Sales & Marketing, Research and Development,  
Technology Interpretation, e-Competence Training,  
Web Strategy and Web Development**



### Technical Specialties:

- New media web 2.0 (Social Media) marketing integration
- Software as a service and hosted web based software implementations (ie. contact management, sales automation enterprise resource planning)
- Web based implementations, website architecture
- Social networking, collaboration and crowd source website integration
- Web graphic design work, "Flash" web streaming of audio-visual media and online presentations
- Turnkey content management system (CMS) design, development & deployment
- Search engine optimization and W3C semantic web compliance
- Website traffic analysis and analytics integration
- Online advertising (ie Google Add Words and affiliate advertising)
- Team e-competence coaching on web based business and connectivity tools (ie. e-mail device connectivity, remote offices, webinars, virtual assistance, social networking, online communications)
- Discrete one-on-one IT support for executives and sales professionals related to Windows, MAC and online work environments

### Flexible Services:

#### **Option 1: In-person Consultation and e-Competence training**

- In person consultation and technical assistance
- Remote support or technical work through a simple to use remote desktop connection
- A time sheet can be submitted to you by email for all scheduled remote work time

## **Option 2: Contract Based Work**

- Calculated on a per project basis from a PO based on a cost estimate.
- This is ideally suited for self administered (DIY) websites and web portal based projects.
- DIY Websites are self administered CMS websites that can be managed without the need of a dedicated webmaster. Staff can contribute articles and manage content on the fly.

## **Option 3: Value Priced Trimester Based Projects**

- After a needs assessment and project review a consulting contract is drafted outlining specific monthly deliverables.
- Four month term contract commitment.
- These projects may include, but are not limited to team e-competence management, web software system implementations, new media marketing campaigns, short term technical support and training the trainers.
- Deliverables usually include a portion of time dedicated to in-person meetings with the majority of the work schedule processed remotely and through web conferences. As such, there are usually no office space requirements.
- Client is invoiced monthly and payment is due 10 days following the completed work month.

## **Recommendations:**

For a complete list of testimonials [CLICK HERE](#)

"I can paint this image for you - a translator that makes the miracles of technology make sense, then without having to go to a host of other layers to get a job done, he plugs it all into corporate strategy - regardless of how big the dream. The fact that a corporate identify hosts the word refreshing is abundantly accurate in this case! Kersten Kloss understands organizational strategy, period. I liken him as a business strategist first and technologist, second. He speaks my language and then interprets it to his passion, which is the science and language of technology and solutions. This allows him to uniquely listen for the critical anchors of my business and the areas that need attention from technology and how to have pillars in place to grow and change as business always does. The science behind Kersten and Refreshed is that he immerses himself in the complexities and innovates as a constant bridge between what is old and what will always be new and emerging in the world of technology - so I don't have to. This formula makes things happen! From a customer perspective, in addition to being a keen strategist, he will intensely work to meet, at times, impossible deadlines. He gets being an owner because he is one himself. That certainly is refreshing! "

**Delana Zarokostas, Consultant, Human Capital, Organizational Development, Calgary, AB**

"Kersten adjusts easily to customer needs, delivers on time and as agreed to, and all at a reasonable cost. Great to work with! "

**Daco Vroegindewey, President, Dry Air 200 Inc., Calgary, AB**

**Kloss Enterprises Ltd. Doing Business As:**



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