



Small Business Development Centers

Helping businesses start, grow, and prosper.

2007 March Entrepreneurial Training Series ***The Bedrock of Your Business***

Build a rock-solid foundation for your small business by attending the 2007 Entrepreneurial Training Series, brought to you by the Regional Center for Workforce Excellence, Gannon University Small Business Development Center and Clarion University Small Business Development Center. This series is geared toward entrepreneurs and will cover seven major areas to establish, build and grow your business to achieve success.

First Step – Starting and Growing a successful business – This course will show attendees how to start, manage and grow their own business. Such topics discussed are: characteristics of successful small business owners, how to determine feasibility of your business concept, forms, licenses and regulations needed to open the business, and a look at legal structures to help determine which is right for you.

Dates and Locations: March 5th in Erie (6-9pm) and March 6th in Clarion (9am-noon)

Cost: \$35

Market Research – This course will discuss why successful market research allows you to preview your business opportunity the smart way so you don't have to learn about it later the hard way. The science of market research is well developed and major companies spend billions per year on it because it works. Yet it is surprising how much market information can be obtained at relatively little cost.

Dates and Locations: March 7th in Erie (6-9pm) and March 9th in Clarion (9-noon)

Cost: \$35



Sales and Marketing Tactics – The Essentials of Small Business Sales Strategy and Tactics – In this seminar you will learn how to get a leg up on your competition by developing a successful selling strategy that will lead to the expansion of your customer base and increase your revenue. You will also gain valuable insight and tips related to sales tactics involving day-to-day selling, prospecting, sales process and customer follow-up.

Dates and Locations: March 12th in Erie (6-9pm) and March 13th in Clarion (9am-noon)

Cost: \$35

Create your Savvy Image – Marketing Strategies - This course will walk you through the step-by-step process for writing a marketing plan, allowing you to gain a greater understanding for target marketing, advertising and on-line demos.

Dates and Locations : March 14th in Erie (6-9pm) and March 16th in Clarion (9-noon)

Cost: \$35

