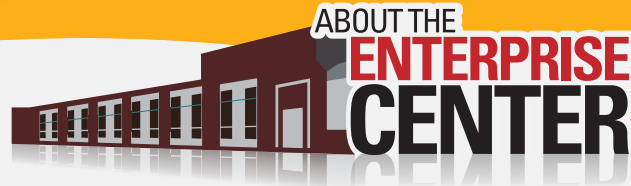


# FALL 2012

New Small Business Programs



## WHAT DO WE DO?

We arm business owners with the knowledge and skills to start their business, grow and succeed.

### QUICK LOOK

- Business Plans
- Customer Service
- Sales
- Crowd Funding
- The Business of Writing
- Make Your Own Business Luck
- Marketing Pitches
- Cash Flow
- Networking thru Social Media
- Marketing Tips
- Emotional Intelligence
- Starting a Business
- HR Issues
- The Lego Workshop

### NON-PROFITS

- Board Development
- Facilitating Meetings

### PLUS

- Two 128 Venture North Breakfasts
- Four Young Entrepreneurs of the North Shore events
- New three-part Baby Boomer series on transitions
- Our first workshop in Spanish
- Million Dollar Women Symposium

## YOUR BUSINESS PLAN SOUP TO NUTS

**Tuesday, September 11, 8:30 to 10:30 AM**

Learn an easy approach to developing a business plan to manage all aspects of your business, including marketing, finance, operations, personnel, and overall strategy. Existing business owners and pre-ventures will learn to test the feasibility of a new company or a new direction, and discover how to use their plan to raise capital. Participants will receive a copy of the SBDC Business Planning Guide.

**Speaker: Bruce Share, Principal, Bruce J. Share & Associates.** Sponsored by the Small Business Development Center. **FREE**

Note: This program will be presented in Spanish on October 18th.

## SEPTEMBER

### FOCUS ON NON-PROFITS

#### HOW TO RUN BETTER, MORE PRODUCTIVE MEETINGS

**Thursday, September 13, 8:30 to 10:30 AM**

Effective facilitation skills help you plan and conduct more successful meetings, meetings where people communicate well, address the issues and make decisions. Learn techniques you can use to plan meetings, manage group processes and use problem-solving tools more effectively.

**Speaker: Jay Carty, Consultant, Executive Service Corps (ESC).** Co-sponsored by Executive Service Corps of New England. Sponsored by North Shore Bank. **FREE**

### KICK UP YOUR CUSTOMER SERVICE!

**Tuesday, September 18, 8:30 to 10:30 AM**

Great customer service is key to retaining customers and getting referrals. Learn the basics of superior customer service from the author of a gold medal-winning "how to" book on sales and selling. What's the right mindset? Are there hard and fast rules? How do you solicit referrals and testimonials? We'll cover these questions and more!

**Speaker: John Chapin, Author of the Sales Encyclopedia.**

Co-sponsored by the MA Small Business Development Center. **FREE**

Connect with us!



Unless otherwise stated, all events are held at the Enterprise Center on the Central Campus of Salem State University, 121 Loring Avenue, Salem, MA 01970

# FALL 2012

New Small Business Programs



## WHAT DO WE DO?

We arm business owners with the knowledge and skills to start their business, grow and succeed.

### QUICK LOOK

- Business Plans
- Customer Service
- Sales
- Crowd Funding
- The Business of Writing
- Make Your Own Business Luck
- Marketing Pitches
- Cash Flow
- Networking thru Social Media
- Marketing Tips
- Emotional Intelligence
- Starting a Business
- HR Issues
- The Lego Workshop

### NON-PROFITS

- Board Development
- Facilitating Meetings

### PLUS

- Two 128 Venture North Breakfasts
- Four Young Entrepreneurs of the North Shore events
- New three-part Baby Boomer series on transitions
- Our first workshop in Spanish
- Million Dollar Women Symposium

## YOUR BUSINESS PLAN SOUP TO NUTS

**Tuesday, September 11, 8:30 to 10:30 AM**

Learn an easy approach to developing a business plan to manage all aspects of your business, including marketing, finance, operations, personnel, and overall strategy. Existing business owners and pre-ventures will learn to test the feasibility of a new company or a new direction, and discover how to use their plan to raise capital. Participants will receive a copy of the SBDC Business Planning Guide.

**Speaker: Bruce Share, Principal, Bruce J. Share & Associates.** Sponsored by the Small Business Development Center. **FREE**

Note: This program will be presented in Spanish on October 18th.

## SEPTEMBER

### FOCUS ON NON-PROFITS

#### HOW TO RUN BETTER, MORE PRODUCTIVE MEETINGS

**Thursday, September 13, 8:30 to 10:30 AM**

Effective facilitation skills help you plan and conduct more successful meetings, meetings where people communicate well, address the issues and make decisions. Learn techniques you can use to plan meetings, manage group processes and use problem-solving tools more effectively.

**Speaker: Jay Carty, Consultant, Executive Service Corps (ESC).** Co-sponsored by Executive Service Corps of New England. Sponsored by North Shore Bank. **FREE**

### KICK UP YOUR CUSTOMER SERVICE!

**Tuesday, September 18, 8:30 to 10:30 AM**

Great customer service is key to retaining customers and getting referrals. Learn the basics of superior customer service from the author of a gold medal-winning "how to" book on sales and selling. What's the right mindset? Are there hard and fast rules? How do you solicit referrals and testimonials? We'll cover these questions and more!

**Speaker: John Chapin, Author of the Sales Encyclopedia.**

Co-sponsored by the MA Small Business Development Center. **FREE**

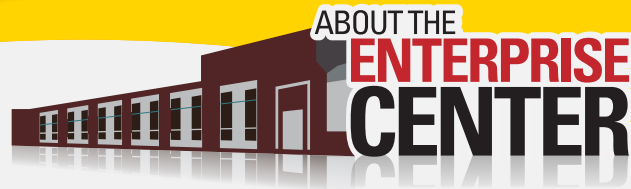
Connect with us!



Unless otherwise stated, all events are held at the Enterprise Center on the Central Campus of Salem State University, 121 Loring Avenue, Salem, MA 01970

# FALL 2012

New Small Business Programs



## WHAT DO WE DO?

We arm business owners with the knowledge and skills to start their business, grow and succeed.

### QUICK LOOK

- Business Plans
- Customer Service
- Sales
- Crowd Funding
- The Business of Writing
- Make Your Own Business Luck
- Marketing Pitches
- Cash Flow
- Networking thru Social Media
- Marketing Tips
- Emotional Intelligence
- Starting a Business
- HR Issues
- The Lego Workshop

### NON-PROFITS

- Board Development
- Facilitating Meetings

### PLUS

- Two 128 Venture North Breakfasts
- Four Young Entrepreneurs of the North Shore events
- New three-part Baby Boomer series on transitions
- Our first workshop in Spanish
- Million Dollar Women Symposium

## YOUR BUSINESS PLAN SOUP TO NUTS

**Tuesday, September 11, 8:30 to 10:30 AM**

Learn an easy approach to developing a business plan to manage all aspects of your business, including marketing, finance, operations, personnel, and overall strategy. Existing business owners and pre-ventures will learn to test the feasibility of a new company or a new direction, and discover how to use their plan to raise capital. Participants will receive a copy of the SBDC Business Planning Guide.

**Speaker: Bruce Share, Principal, Bruce J. Share & Associates.** Sponsored by the Small Business Development Center. **FREE**

Note: This program will be presented in Spanish on October 18th.

## SEPTEMBER

### FOCUS ON NON-PROFITS

#### HOW TO RUN BETTER, MORE PRODUCTIVE MEETINGS

**Thursday, September 13, 8:30 to 10:30 AM**

Effective facilitation skills help you plan and conduct more successful meetings, meetings where people communicate well, address the issues and make decisions. Learn techniques you can use to plan meetings, manage group processes and use problem-solving tools more effectively.

**Speaker: Jay Carty, Consultant, Executive Service Corps (ESC).** Co-sponsored by Executive Service Corps of New England. Sponsored by North Shore Bank. **FREE**

### KICK UP YOUR CUSTOMER SERVICE!

**Tuesday, September 18, 8:30 to 10:30 AM**

Great customer service is key to retaining customers and getting referrals. Learn the basics of superior customer service from the author of a gold medal-winning "how to" book on sales and selling. What's the right mindset? Are there hard and fast rules? How do you solicit referrals and testimonials? We'll cover these questions and more!

**Speaker: John Chapin, Author of the Sales Encyclopedia.**

Co-sponsored by the MA Small Business Development Center. **FREE**

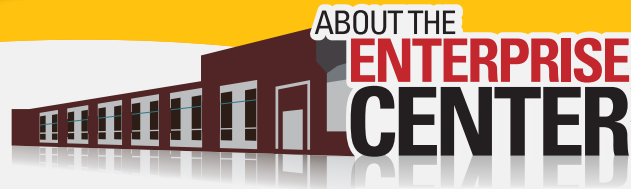
Connect with us!



Unless otherwise stated, all events are held at the Enterprise Center on the Central Campus of Salem State University, 121 Loring Avenue, Salem, MA 01970

# FALL 2012

New Small Business Programs



## WHAT DO WE DO?

We arm business owners with the knowledge and skills to start their business, grow and succeed.

### QUICK LOOK

- Business Plans
- Customer Service
- Sales
- Crowd Funding
- The Business of Writing
- Make Your Own Business Luck
- Marketing Pitches
- Cash Flow
- Networking thru Social Media
- Marketing Tips
- Emotional Intelligence
- Starting a Business
- HR Issues
- The Lego Workshop

### NON-PROFITS

- Board Development
- Facilitating Meetings

### PLUS

- Two 128 Venture North Breakfasts
- Four Young Entrepreneurs of the North Shore events
- New three-part Baby Boomer series on transitions
- Our first workshop in Spanish
- Million Dollar Women Symposium

## YOUR BUSINESS PLAN SOUP TO NUTS

**Tuesday, September 11, 8:30 to 10:30 AM**

Learn an easy approach to developing a business plan to manage all aspects of your business, including marketing, finance, operations, personnel, and overall strategy. Existing business owners and pre-ventures will learn to test the feasibility of a new company or a new direction, and discover how to use their plan to raise capital. Participants will receive a copy of the SBDC Business Planning Guide.

**Speaker: Bruce Share, Principal, Bruce J. Share & Associates.** Sponsored by the Small Business Development Center. **FREE**

Note: This program will be presented in Spanish on October 18th.

## SEPTEMBER

### FOCUS ON NON-PROFITS

#### HOW TO RUN BETTER, MORE PRODUCTIVE MEETINGS

**Thursday, September 13, 8:30 to 10:30 AM**

Effective facilitation skills help you plan and conduct more successful meetings, meetings where people communicate well, address the issues and make decisions. Learn techniques you can use to plan meetings, manage group processes and use problem-solving tools more effectively.

**Speaker: Jay Carty, Consultant, Executive Service Corps (ESC).** Co-sponsored by Executive Service Corps of New England. Sponsored by North Shore Bank. **FREE**

### KICK UP YOUR CUSTOMER SERVICE!

**Tuesday, September 18, 8:30 to 10:30 AM**

Great customer service is key to retaining customers and getting referrals. Learn the basics of superior customer service from the author of a gold medal-winning "how to" book on sales and selling. What's the right mindset? Are there hard and fast rules? How do you solicit referrals and testimonials? We'll cover these questions and more!

**Speaker: John Chapin, Author of the Sales Encyclopedia.**

Co-sponsored by the MA Small Business Development Center. **FREE**

Connect with us!



Unless otherwise stated, all events are held at the Enterprise Center on the Central Campus of Salem State University, 121 Loring Avenue, Salem, MA 01970