

“Ask the Expert” – Here’s your chance for a **FREE** one hour consultation with experts in fields from sales and marketing to management, finance, management and more. These one-on-one private business counseling sessions are designed to help you get personalized answers your questions and help point you in the right direction to grow your business and your profits.

Workshops – Workshops go in depth on a variety of topics. All workshops listed below are FREE. Join a group of other small business owners and employees for these two hour 8:30am to 10:30am sessions on everything from sales to time management.

Ask The Expert

September 8th: 3:00pm to 5:00pm

Creating a User-Friendly Web Site

Carol Sanger of the Web Division will review your web site and navigation structure to help create a customer-friendly Web marketing tool.

September 15th: 3:00pm to 5:00pm

The Right Loan for your Small Business

Paula Bishop of Eastern Bank will discuss loan program options to help tailor the right loan program and approach for your individual needs.

September 22nd: 3:00pm to 5:00pm

Business Plan Review

Jim Roll of the Small Business Development Center will review your business plan and provide suggestions on how to improve it.

September 29th: 3:00pm to 5:00pm

HR Problem Solving

Daniel Shea of HR Problem Solvers, LLC will help you with both your strategic and tactical HR issues.

October 6th: 3:00pm to 5:00pm

Promoting Your Business through Effective Business Writing

Kristie Janes, Principal of Business Marketing Innovators will give you quick tips and practical suggestions to improve all of your communications—both print and online.

October 13th: 3:00pm to 5:00pm

Legal Q & A for the Entrepreneur

Attorney Faith McClure will answer your legal questions from contracts to employment issues and more.

October 20th: 3:00pm to 5:00pm

How to Keep In Touch With Your Clients

Alvah Parker, a personal and business coach will help you create an effective action plan to increase and enhance client contact—and client contact generates loyalty and increases retention.

October 27th: 3:00pm to 5:00pm

Workshops

September 14th: 8:15am to 10:30am

“What Makes a Successful Salesperson?”

A successful sales person is probably not what you’d think. “Fast talkers” and “closing systems” aren’t the key to sales success. 99% of all successful salespeople prepare and follow through on business development processes. Jay Wallus of Street Smart Training will show you how to create, outline and follow through on all of the processes that will generate revenue for you and your company.

September 28th: 8:30am to 10:30am

“So You Want To Be an Entrepreneur?”

Have you ever thought about starting your own business? This workshop will help you figure out if you have what it takes as well as help equip new business owners as well as those thinking of going in to business for themselves. This workshop is led by the Small Business Development Center.

October 12th: 8:30am to 10:30am

“How to Attract Your Ideal Client.”

You are always attracting something! Why not attract what you really want? Fill your business with clients or customers who are perfect for you, and for whom you are perfect. Workshop will be led by Reggie Odom, Inspired Works Coaching.

October 26th: 8:30am to 10:30am

“Jump Start Your Business Plan.”

A well thought out and written business plan may be the most important document for any small business. This workshop will outline the essential elements of a sound business plan and present a framework for focusing your ideas and defining your business goals. Each participant will receive a copy of the SBDC Business Planning Guide outlining a simple but effective approach for committing your ideas to writing. This workshop is led by the Small Business Development Center.

Ask The Expert

November 3rd: 3:00pm to 5:00pm

Establishing a Successful Business

Walter Power of the Small Business Development Center will talk with you about how what it takes to grow a successful business. Bring your business idea and your questions.

November 10th: 3:00pm to 5:00pm

Business Bookkeeping Blunders

Herb Harris, Owner of Padgett Business Services, will help decode the confusing world of bookkeeping and help get your business on the right track.

November 17th: 3:00pm to 5:00pm

Marketing-Tips of the Trade

Linda Enrico-Enrico Design will help you communicate marketing messages to the right audience in the most effective way.

November 24th: NO EXPERT—HAPPY THANKSGIVING

December 1st: 3:00pm to 5:00pm

Alternative Investing-Planning Your Financial Future

Markets go up and markets go down, nobody has a crystal ball. Meet with, Rudy Van Oeveren, Peabody Financial Services, Inc. will help you put your financial ducks in a row.

December 8th: 3:00pm to 5:00pm

Small Business Tax Issues

Bill Shannon, an independent business and tax counselor, will be here to help you through the sometimes painful and expensive process of filing your small business income tax.

December 15th: 3:00pm to 5:00pm

Public Speaking

Meet with Francis Pelletier, public speaking, presentation trainer and longtime member of Toastmasters, who will provide you with tips and techniques on public speaking.

December 22nd: NO EXPERT. HAPPY HOLIDAYS!
SEE YOU IN JANUARY



Enterprise Center

AT | SALEM | STATE | COLLEGE

Workshops

November 9th: 6:00pm to 8:00pm

“What Makes a Successful Salesperson?”

A successful sales person is probably not what you'd think. “Fast talkers” and “closing systems” aren't the key to sales success. 99% of all successful salespeople prepare and follow through on business development processes. Jay Wallus of Street Smart Training will show you how to create, outline and follow through on all of the processes that will generate revenue for you and your company.

November 16th: 8:30am to 10:30am

“Time Management.”

We've all heard the saying “time is money.” But do we really understand how much our time actually costs us? Find out how much time you actually lose and learn to use your time in the most efficient way possible. Ginny Maglio, Optimum Development will help you understand where you lose the most time, which tasks are most valuable and how to create an action plan.

November 23rd:

“Organizing and Protecting Your Business.” (SBDC Workshop)

December 14th: 8:15am to 10:30am

Marketing for the Arts:

How to Market Your Art and Feel Good About It!

Susan Fader, Ditto Editions, will lead the session. She combines 26 years in consumer product marketing with a life long career as an artist. This hands-on workshop will demystify marketing for the artist. Whether working full or part time as an artist, this workshop will help you promote yourself and market your art work successfully.

About The Enterprise Center at Salem State College

The Enterprise Center at Salem State College is both a **business incubator** where start-up small businesses may lease space in the center's building and a **virtual center for entrepreneurs** throughout the North Shore at every stage of business development. The Center provides small business owners with the **knowledge** they need to **maximize success** whether they are just starting, growing, fighting for market share in a tough economy or looking for exit strategies. The Center helps match business owners with the best advice and resources available, provides programs and conferences, conference facilities and other resources to help owners learn what they need to **grow**.

The center also sponsors CEO groups that owners of non-competing businesses may join to help each other better run their businesses. The Enterprise Center manifests the commitment of Salem State College to be a **major force in the economic and cultural development** of the North Shore in the 21st Century and a “good neighbor” in the City of Salem.

The Enterprise Center is located on the new Central Campus of Salem State College at 121 Loring Ave, Salem, MA 01970.

T: 978-542-7528 • F: 978-542-7061 • www.enterprisectr.org.

To register call **978-542-7528** or go to **www.enterprisectr.org**