

2008 Small Business Series

Time: 8:00 – 9:15 AM

Cost: Free – Sponsored by Standard Bank and Trust Co.

1. **Time Mapping (March 19th)**
Achieve the qualities of wealth, by managing your day. Reach your personal and professional goals with direction and focus. Apply activity-based time management principles to optimize productivity of your efforts, and to reward yourself. (Speaker: Patti Guerzo)
2. **Employee Management – Hiring With Confidence (April 16th)**
When it is time to hire, a lot rests on that decision. The right employee can enhance the value of a business, while the wrong one will consume time, money, and hurt your brand. Learn how to identify the best person for the job, and then advertise to attract them. (Speaker: Patti Guerzo)
3. **Customer Service - A Business' Best Competitive Advantage (May 21st)**
A loyal customer is the most profitable. This loyalty must be earned by a business. Review proven tools and techniques for providing exceptional customer service that will set you apart and generate referrals. (Speaker: Patti Guerzo)
4. **Sales - Improving One-to-One Interactions (June 18th)**
We sell most easily to people who are “like us;” and often attribute interactions with different personality types to “bad chemistry.” These differences can be understood, and you can learn effective sales techniques that will significantly increase your results, and make the process more enjoyable for everyone. (Speaker: Patti Guerzo)
5. **Boost Profits – Pricing Models that Work (July 16th)**
If you grow, will you become rich? Believe it or not, this is not guaranteed. Learn how to transform your cost structure into a pricing model that increases profits as you grow. Discuss techniques for selling a price increase to existing customers. (Speaker: Patti Guerzo)
6. **Marketing – Reach New Customers (August 20th)**
Marketing is much more than just advertising; it includes a wide range of activities, many of which are low-cost or even free. Learn how to identify new markets, leverage existing lines of communication, sell your company’s benefits, and convert “suspects” and “prospects” into customers. (Speaker: Tom Long)
7. **Marketing - Existing Customers Need Love Too! (September 24th)**
What is the lifetime value of your customer? Totaling purchases and referrals, it could be significant. Discuss techniques to remain a viable choice for your customers, and increase the ways you can be of service. (Speaker: Patti Guerzo)

Who is Patti Guerzo? This speaker is a small business advisor. Learn more about Patti at www.guerzo.com.

Who is Tom Long? This speaker, also a small business advisor, can be found at www.solidoakconsulting.com

To register, send an email with your name, company name, and phone number to:
jeremy.mcdole@standardbanks.com.