

Back to Basics Small Business Seminar Series

During the 1½ - 2 hour seminars participants will take part in discussions about common small business subjects within the scope of the presentation.

BTB-001: Starting a Small Business

- Personal assessment
- Start-up Considerations
- Business Management
- Ingredients for Success
- Resources

BTB-002: Marketing Your Small Business

- Anatomy of a marketing plan
- Market Research
- Buying motives
- Positioning
- Marketing objectives
- Marketing Strategies
 - 5 P's

BTB-003: Troubleshooting Your Small Business

- Is there a problem?
- Identify concerns before they become issues
- Mitigate common business problems
 - Marketing
 - Operations
 - Finance

BTB-004 Growing Your Small Business

- Business management
- Business analysis
- Growth Strategies
 - Location
 - Product
 - Acquisition
 - Staffing
 - Marketing and Sales
 - Profit

BTB-007 Negotiating for Your Small Business

- Business Management
- What needs to be negotiated?
 - Internal
 - External
- Are you ready?
- Keys to successful negotiation