

BUSINESS WORKSHOP SERIES

➡ Writing that Game Winning Business Plan

- Describe the business
- Business objectives
- What is being offered
- The market
- Resources needed
- Financials

➡ Strategic Selling ... Do you have a strategy to grow sales?

- What are you selling?
- What makes you different from your competition?
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats
- Attack plans

➡ Advertising...Branding...What are you selling?

- Business name
- Logo
- Sell yourself, be a reporter (press release)
- Website
- References
- Outside of establishment
- When I open the door...
- When I walk around...

➡ You got them in the door, now finish the sale

- You advertised and got them in the door, now what?
- Location of items that you want to sell
- What are choices?
- Do you understand your different types of customers?
 - Mix and match
 - Sale/Bargain shopper
 - Looking for benefits
 - Shopper in a hurry
 - Want to be sold
 - Luxury
- Keep contact to get the next sale

➡ Customer Service that Drives Sales

- Sales associates understand your products/service
- Care about the customer
- Give them what they want and a little more
- Showing them vs. telling them
- Professional look
- Cleanliness of establishment and facilities

Each of the five 3 hour workshops will include interactive training, worksheets, and group exercises. Attendees will play an active role in the learning process and will develop action plans for their specific business.