BUSINESS

PATHWAY FOR

STARTUP

SBDC Help.Com bit.ly/Register_SBDC

PATHS OF GROWTH & EXPANSION FOR

EXISTING

For BOTH STARTUP & GROWING

bit.ly/Training4Entrepreneurs

Monthly

Ready, Set, Go! How to Start a Business
FREE workshop for those interested in starting
their first business. Find out what to expect. SBDC
staff will share resources to help you navigate
research and planning stage. Classroom and Sim-
ulcast Webinar. bit.ly/SBDCEventbrite

Jun 19&21 Building a Successful
Business Plan
6:30 – 9:00PM | La Plata

Essential for the start-up business owner and for
the entrepreneur who is preparing to expand a
successful business. Discuss strategic planning,
marketing, administration, personnel, finance,
and accounting. An effective business plan helps
you manage your business; includes a marketing
action plan to help you achieve sales goals;
financial projections to make better and more
informed decisions

Jun 13 Start Right for Success
6:30-8:30PM La Plata

Evaluate your business concept; determine the
market potential; Learn about LLC, Corp; record
keeping needs; financial plan; business plan.

May 30 Buying a Franchise
6:00-8:00PM | La Plata

Franchises can eliminate much of the startup risk.
This course will focus on working with an existing
company and a proven concept to increase your
chances of succeeding.

May 31 Building Your Brand
6:00-9:00PM

QuickBooks
9:00 AM-3:00 PM Leonardtown

QuickBooks Intermed/Advance
Saturday 9:00 AM-3:00 PM
La Plata

Aug 9 Legal & Records Management
9:00 AM-2:00 PM
Prince Frederick

An attorney will cover the legal issues and
answer specific questions. An attorney will
present the tax and accounting information and
answer specific questions. Examine legal
challenges; Know your rights and liabilities
under the law and how to limit risk. Develop a
tax reduction strategy to support profit
development. Know the payment schedules for
payroll and sales tax and other applicable
business taxes.

Aug 21 HR Skills for Managers
6:00-9:00 PM
Prince Frederick

Discover the essential skills for effective manage-
ment of your human resources’ responsibilities in
this 6 hour class. Improve interviewing techniques
to hire employees with the skills to do the job and
how to keep good employees. Identify legal issues
in hiring and dismissing employees to avoid viola-
tions. Prepare to implement management practic-
es that will increase the value of your manage-
ment team and offer employees the opportunity
to expand the scope of their skills and abilities.

Jun 28 Presenting Your Business Value
9:00 AM Prince Frederick

Choose Strategic Business Management
and get all 3

Developing Your Business Mindset | Jun 7

Presenting Your Business Value | Jun 14

Obtaining and Retaining Talent | Jun 21

Sep 15 Retail Success Strategies
9AM-3PM Hughesville

Find solutions to most of the challenges and prob-
lems involved in opening and successfully oper-
ating a retail business. Discover how vendors can
be a valuable asset to your business. Take the
mystery out of financial info; learn to interpret
reports: income statement, inventory records and
calculating the margins. Don’t miss this oppor-
tunity to learn the secrets of hiring the best em-
ployees and how to motivate and compensate
them effectively.

Sep 22 Effective Sales Strategies
9AM-3PM Hughesville

Locate and qualify your clients/customers. Discov-
er the one question you need to ask in qualifying
a prospect. Develop an effective sales strategy
that responds to your customer’s needs more
efficiently. Communicate more effectively. When
to stop and move to the next prospect. Attend the
second session for a critique of your sales tech-
niques and to learn more about emerging busi-
ness issues.

Sep 19 Building Your Brand
6:00-9:00PM

QuickBooks
9:00 AM-3:00 PM Leonardtown

QuickBooks Intermed/Advance
Saturday 9:00 AM-3:00 PM
La Plata

Sep 29 Advertising & Promotion
9AM-3PM Hughesville

This 5 hour class covers an analysis of media, de-
velling an advertising plan, planning an adver-
tising budget, controlling production costs, and
developing methods to measure the effectiveness
of your advertising. Effectively design, place and
evaluate advertising - to save you money!