

## Schedule of Classes

### Have Your Best Sales Year Ever

Wednesday, March 13, 2019 6:30 pm

### Why Small Business Ownership?

Tuesday, April 9, 2019 6:30 pm

### Pricing Strategies to Maximize Profit

Monday, May 6, 2019 6:30 pm

### 10 Essential Apps for Small Business Owners

Tuesday, September 24, 2019 6:30 pm

### The Art of Networking in Person and Online

Wednesday, October 16, 2019 6:30 pm

### Leverage Mobile Marketing to Your Advantage – Connect Directly with Your Customer

Monday, October 28, 2019 6:30 pm

### Let's Talk: Product, Price, Place and Promotion of Your Business

November 18, 2019 6:30 pm

### Mark Your Calendars!

#### 9th Annual Business Breakfast

Thursday, September 19, 2019

7:30 - 9:00 am

Presented in partnership with the  
Haverford Partnership for  
Economic Development (HPED)



The Haverford Township Free Library partners with SCORE of Chester and Delaware County to provide valuable information for small businesses and organizations. SCORE is a non-profit organization providing free professional guidance and information to assist in starting or growing a business by offering free mentoring and regularly scheduled workshops and seminars.



Chester and  
Delaware Counties

## Library Hours

Monday	10am-9pm
Tuesday	10am-9pm
Wednesday	10am-9pm
Thursday	10am-6pm
Friday	10am-5pm
Saturday	10am-5pm
Sunday	1pm-5pm

*\*Closed Sundays July 1st through Labor Day*



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## Seminars for Small Business Owners & Entrepreneurs

## 2019 Programs



**SCORE** | Chester and  
Delaware Counties



# SEMINARS FOR SMALL BUSINESS OWNERS AND ENTREPRENEURS 2019



## Have Your Best Sales Year Ever

**Wednesday, March 13, 2019 6:30 pm**

### *How to Avoid Your Unpaid Consulting*

Closing a sale is a skill that all entrepreneurs need. This seminar points out common pitfalls and provides a proven sales process you can implement tomorrow. You will know how to avoid pitfalls that may result in lost sales. As an entrepreneur, your consulting time is very valuable. The proven sales process puts you in control in order to achieve positive results.

## Why Small Business Ownership?

**Tuesday, April 9, 2019 6:30 pm**

In this workshop you will begin to view business ownership as a possible career alternative. It is a process of analyzing how to view a business opportunity. Learning that liking a product or service does not necessarily mean you are a match to the business model. As you analyze your skills, you will be able to determine if business ownership is a right fit for you. You will begin to uncover the kinds of businesses that fit your desired income, lifestyle, wealth and equity.

## Pricing Strategies to Maximize Profit

**Monday, May 6, 2019 6:30 pm**

Pricing is the most powerful contributor for growing revenues and improving profitability in any product category, service or business model. Successful businesses use effective and practical tools to evaluate and decide on pricing strategies and tactics. Learn how to analyze the value your product or service creates from the customer's perspective. Gain a deeper understanding about cost-plus pricing and value-based pricing options. Understand tactics to evaluate prices in the competitive environment and establish metrics to improve data based decision-making with your target market.



## 10 Essential Apps for Small Business Owners

**Tuesday, September 24, 2019 6:30 pm**

Trying to get organized? There's an app for that! If all you know how to do is text your smartphone, there's so much more. But with tens of thousands of apps, how do you know which ones to try? This workshop will focus on 10 apps that can help you get control of everything from your contacts to photos to scheduling to big projects like writing that book you've always wanted to write. Come learn what "apps" are, how to choose them and how to load them. We'll keep things fun, and keep the pace just right, so even if you aren't a fan of smartphones or tablets today, you'll be guaranteed to learn something you can use.

## The Art of Networking in Person and Online

**Wednesday, October 16, 2019 6:30 pm**

Does the act of networking elude you? Don't know what to do, say, think, or discuss? Don't worry, as you are not alone. Like anything else, networking takes practice, but it also involves some know-how. Gain new insights on how making connections can lead to new opportunities when you build the "know", like and trust with others. We have tips on some great local groups too!

## Leverage Mobile Marketing to Your Advantage – Connect Directly with Your Customer

**Monday, October 28, 2019 6:30 pm**

How many of you have an unread text message on your phone? None. That is because text messages get READ. Learn about the changing communications landscape and how that affects how and when to engage with your customer. The world has changed. And the technology to harness this new landscape is now available to small businesses for a fraction of what it costs for traditional advertising. Learn how to make mobile marketing work for your business to build traffic, loyalty and revenue.

## Let's Talk: Product, Price, Place and Promotion of Your Business

**Monday, November 18, 2019 6:30 pm**

This presentation uses "pearls of wisdom" to highlight the important aspects of marketing – product, price, place and promotion. It gives examples in increasing detail how to strategically manipulate these components to achieve the overall objectives of the business. It identifies key questions that must be addressed when developing the marketing section of the Business Plan for the organization.

