

# *New Women Entrepreneurs Series*

Register [HERE](#) for all sessions.

## **Session 1: Exploring Entrepreneurship - Is it right for you?– Monday, June 7, 2021**

- Entrepreneurial Readiness Assessment
  - Start-up checklist
- Business Background Inventory
- SWOT Analysis of your company
- Proof of Concept of your business idea; what you need to research before you start your business
- Developing a Start-Up Budget
- Writing your Business Plan

## **Session 2: Sales Strategies for Your Company– Monday, June 14, 2021**

- Developing your Sales Plan
- Customer Profiles; Identifying your target market
- Value Proposition; articulating your value and outcomes your clients will get working with you
- Building a data base of prospects
- Sales Calls Strategies; every call has an objective

## **Session 3: Marketing Strategies Supplier Diversity and Certifications – Monday, June 21, 2021**

- Marketing Fundamentals-website and marketing materials
- Social Media Platforms; where to spend your time
- Women's Business Enterprise (WBE) Certifications
- Supplier Diversity; are you a potential vendor for a Fortune 500 company
- Exploring Government Contracting

## Session 4: Selling Your Professional Services – Tuesday, June 29, 2021

- Business Background Inventory-leveraging your credentials and experience
- Building your reputation as a business authority
- Your consulting practice-articulating your services and deliverables
- Developing your tools; assessments, inventories
- Pricing strategy; project rates or hourly fees
- Contracts; legal considerations, liabilities and preparing for scope creep
- Strategic Partnerships; who in your network can you work with to augment your business

### Mary Jacobs, MA Bio 2021



Mary Jacobs is an experienced sales educator, entrepreneur, and strategist. She is the Director of The Center for Sales Innovation at St Catherine University and founder of The Women's Excelerator.

[www.thewomensexcelerator.com](http://www.thewomensexcelerator.com)

Mary is the author of *Sales Strategies for New Women Entrepreneurs; Successfully Transitioning from Employee to Entrepreneur*. She was a guest speaker on several radio shows, podcasts and tv in 2020 speaking on the topic of starting a business during COVID. Mary has taught and worked with hundreds of women entrepreneurs on the topics of sales strategy, acumen and confidence.

