



Small Business Survival Certificate Series

Presented by MassMEP with Marketing Edge Consulting Group



Is Your Business Recession Proof?

Business failure is seldom a simple matter. It can be linked to many issues including fierce competition, economic pressures, pricing challenges, and much more. However, problems can usually be traced back to **simply not understanding why customers really buy from you, what influences their purchasing decisions, and what you can do to increase their loyalty.**

Small business owners wear so many hats, the marketing one doesn't always get the attention it deserves. Our **Small Business Survival Certificate Series** offers the ultimate learning experience by engaging you in a lively dialogue about simple marketing techniques any business owner can use to communicate with customers and improve their bottom line.

Program Launch

We jumpstart the program on June 11, 2009 with a half day business accelerator class: **Small Business Survival Seminar**, followed by seven, 3½ hour classes held every other Friday beginning in September 2009. Throughout the program you'll be creating an actionable **survival plan** that you can put to work immediately.

Lively, Interactive Program Design

Through lively, interactive discussions participants' business challenges frame the focus of the classes. We'll review the current struggles you face not just in surviving tough economic times but in learning how your business can thrive. This series offers practical, proven tactics that impact your bottom line. We will challenge you to not just identify new ideas but to also rollout key strategies after each session.

Our LEAD Design Ensures Participants Will:

- **L**earn which marketing tools and strategies work best, including traditional marketing as well as social networking sites like Facebook, LinkedIn and other online media
- **E**xchange ideas with a network of likeminded business owners and subject matter experts on critical team building, hiring and leadership challenges that impact daily business activity
- **A**ssess new growth opportunities and determine how to take advantage of the right ones based on a solid understanding of your financial situation
- **D**iscover the top mistakes companies make communicating with their customers and show you how to create customer profiles that ensure you exceed their expectations

Lively, Interactive Workshops Cover The Following Topics:

- Achieving Growth Objectives
- Sales Opportunity Analysis
- Leadership Skills
- Marketing and Sales Mix
- Hiring the Right Employees
- Creating a Winning Team
- Winning Presentation Skills
- Sales Goal Achievement
- Making Sense of Your Numbers
- Market Research on An Entrepreneur's Budget
- Networking to Win Customers
- Partnership Strategies

Who Should Participate?

- Business owners experiencing challenges or growing pains getting their company to the *next level*
- Entrepreneurs considering redeveloping or growing their current business model
- Entrepreneurs interested in learning more about leadership and team building strategies
- Owners struggling to make ends meet in strong and recessionary times

Small Business Survival Program Overview

Small Business Survival Seminar: June 11, 2009

Our launch session includes:

- Defining Growth for Your Business and Achieving Key Objectives
- Why a Recession Is Good For Your Business
- Elevator Pitches and the Power of Effective Communication
- 15 Fatal Flaws in Customer Communication
- Passion as a Strategy

Small Business Survival Certificate Series

After attending our half-day launch class, you'll have the opportunity to register for our **Small Business Survival Certificate Series** that begins in September 2009. In this intensive, 7-class series, we'll explore the key issues and challenges all business owners face growing their companies. Throughout the series you'll learn important sales and marketing tactics that positively impact your profit and growth. In addition, we'll explore team building, leadership, and financial challenges that play a key role in supporting your sales, marketing and business development goals.

Class One: Strategy and Business Goal Setting: Thurs., Sept 10, 8 -11:30 am

- Setting Measurable Goals that Impact Your Bottom Line
- Turning Your Vision into Reality
- What Does it Take to Grow?
- 8 Marketing Milestones to Boost Your Profit

Class Two: Sales and Networking: Thurs., Sept 24, 8 -11:30 am

- A Customer Focused Approach: The So-What Factor in Effective Sales Penetration
- Networking Skills Empowerment Session
- Personal Selling Skills for Business Owners
- Elevator Pitches that Get Prospects' Attention

Class Three: Market Research & Customer Profiles: Thurs, Oct 8, 8 -11:30 am

- Customer Lifetime Value: Why it's Critical to Do the Numbers to Survive
- Market Research on an Entrepreneurs' Budget
- Identifying Current & Evolving Customer Needs
- Insightful Customer Surveys that Fuel Growth

Class Four: Getting Your Message Heard: Thurs, Oct 22, 8 -11:30 am

- Marketing and Sales Promotion: Finding the Right Mix
- Social Media: Is it Right For You?
- Tactical Strategies That Work on ANY Budget
- Build it They Will Come-NOT: Online and Web Marketing

Class Five: Empowering Your Business By the Numbers: Thurs, Nov 5, 8 -11:30 am

- Why Increased Sales May Not Be a Strong Measure of Success
- Measuring Your Business To Ensure Growth
- Creating a Dashboard to Evaluate Profit & Loss
- Maximizing Operational Effectiveness and Efficiency

Class Six: HR and Team Building: Thurs, Nov 19, 8 -11:30 am

- Leadership and Control: Challenges Every Business Owner Grapples With
- Creating a Winning Team
- Identifying and Nurturing the *Right* Employees
- Why Business Owners Need to Get Out of their Way

Class Seven: Presentations: Thurs, Dec 3, 8 -11:30 am

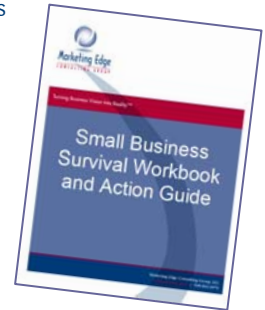
- Survival Plan Presentations
- Feedback from Business Experts

Graduation Dinner: Thursday, Dec 10: 6 – 8:30 pm

- Presentation of Certificates
- Keynote Address

The Tools You Need to Survive and Thrive

Whether you're planning a new business, just launched one, or have been running it for a while, it's critical to have the **right tools in your toolkit** to ensure you survive ongoing business challenges as well as economic factors that compound the everyday obstacles of growing a business.



In addition to the hands-on training, all attendees receive: Marketing Edge's **Small Business Survival Workbook and Action Guide**. Designed for entrepreneurs in every stage of business growth, the guide is designed to complement what you learn in the series. It provides you with thought-provoking questions about your strengths and challenges, helps you define business strategies to achieve your goals, serves as a guide to creating a solid elevator pitch and ensures your passion for your business serves as a daily reminder to support your success. The guide will help you create a Survival Plan for your business.

About MassMEP



The Massachusetts Manufacturing Extension Partnership (MassMEP) assists your organization in a transformation from traditional to world-class manufacturer able to better compete in a global economy. We are about IMPACT - for you and your bottom line.

MassMEP is able to leverage a vast array of public and private resources and services that are available to every manufacturing enterprise in the Commonwealth. The nationwide system of MEP centers is linked through the U.S. Department of Commerce - National Institute of Standards and Technology (NIST), with the common goal to strengthen the global competitiveness of U.S. manufacturers.

Lean Manufacturing changes the way manufacturing companies conduct business and results in direct impacts to their bottom line.

About Marketing Edge Consulting Group and Beth Goldstein



Marketing Edge Consulting Group helps its customers answer the questions that keep business owners up at night: *What can I do to increase revenue? Why do my customers really buy from me? How can I ensure customers are loyal to my business?*

Beth Goldstein, CEO and Founder of Marketing Edge, is a seasoned educator as well as successful entrepreneur who has empowered hundreds of business owners to achieve success and thrive in both strong and recessionary times. In addition to running Marketing Edge, Beth is the author of *The Ultimate Small Business Marketing Toolkit* (McGraw-Hill). She teaches entrepreneurship at the Boston University School of Management, runs the university's top-ranked *Online Graduate Certificate in Entrepreneurship Program*, and speaks nationally on small business growth. She is also the Lead Instructor for the **InnerCity Entrepreneurs'** 15-state, nationwide program designed to help urban entrepreneurs strengthen and grow their existing businesses and teaches the 9 month course in Worcester.

