The South Carolina Small Business Development Centers Present...

A recent survey of Greenville Chamber members identified a strong interest in small business development training. Many chamber members own businesses that face daily challenges to their success. In fact, the survey shows marketing, business planning, sales and growth strategies, workforce management, and financial management as the most common issues facing these entrepreneurs. For this reason, the Greenville Chamber and the South Carolina Small Business Development Centers (SC SBDC) have teamed up to offer a training series to complement and prepare small business owners for future success and training opportunities like the Greenville Chamber Minority Business Accelerator.

Who is the SC SBDC?

The SC SBDC is a network of highly-trained professionals located in 21 South Carolina Small Business Development Centers across the state offering individual, confidential business consulting at no cost; assisting both existing and startup companies; conducting affordable education workshops and providing referrals to useful business resources. Visit SCSBDC.com for more information.

Meet the Instructors

Beth Smith
Organizational development, strategic planning, marketing, and manufacturing

Ben Calhoun
Lender application packaging, business planning and financial projections

Kostas Ionnnidis
Business financial analysis, marketing and sales, strategic planning and growth strategies

Ben Smith
Market analysis, pricing strategies, business valuation and rural programs

Earl Gregorich
Online marketing, sales, retail, wholesale, customer services and organizational development

See Reverse for Session Descriptions

Series Details

Pricing: $299 for the series (10 sessions)
$ 39 per 4 hour session

Registration Deadline: 10 days prior to session date

Location: University Center, 225 Pleasantburg Dr., Greenville, SC 29607
(Room details sent upon registration.)

Registration: SCSBDC.com

More information: Earl Gregorich at 864.326.5504 or egrego5@clemson.edu

Additional Resources

SCSBDC.com—SC SBDC locations, counselor information, programs, training and event calendar.

SBA.gov—Small Business Administration’s website with numerous resources.

GreenvilleChamber.org—More information on the Minority Business Accelerator.

See Reverse for Session Descriptions
Training Series Outline

While the following topics are presented as a series, attendees may also choose only the programs that directly apply to a specific need. All sessions are 8am-Noon.

Building a Sound Business Foundation (2 Sessions)

1/30 (S1) Regulatory Requirements – What you should have done when you started and Business Legal Concerns – Intellectual property, contracts, employment.

2/13 (S2) Business Plans, Marketing Strategies, and Strategic Planning

Business Financial Skills (2 Sessions)

2/27 (S1) Financial Reports (Balance Sheet, P&L, Cash Flow, Break Even) – What they are and how to use them in analysis and decision making. Introduction to QuickBooks Online – Selection of the proper version, set-up, basic navigation, reporting and useful documents/downloads.

3/12 (S2) Intermediate Quickbooks Online – How to input basic transactions (quote/estimate, invoice, payment receipt, bill payment, balancing/reconciliation.

Funding a Business (2 Sessions)

3/26 (S1) Understanding Funding – Types of funding and how they apply to your stage of business. Packaging a Loan Application – Using your business plan and financial data to prepare projections needed for a business loan or lender presentation.

4/9 (S2) Preparing for the Lender Decision – Self-analysis of your business plan and projections and how to address common rebuttals. Growth Funding – Defining growth and using financial projections to run “what-if” scenarios to test growth plans.

Marketing, Sales and Public Relations (2 Sessions)

4/23 (S1) Market Analysis, Pricing Strategies & Business Communications 101 – How to identify and quantify a target market, communicate in their language and strategically establish pricing. Traditional, Online and Creative Marketing Skills – Creating a marketing campaign with traditional and online methods. Group brainstorming session to uncover creative ways to identify and reach your target market.

5/7 (S2) Marketing Plans & Planning Calendars – Creating an executable marketing strategy by defining a target market, where to reach them and what to say.

Two (2) Electives (Elective sessions are 2 hours in length)

5/21 & 5/28 Available in two AM and two PM sessions each day based on registration

QuickBooks Advanced for Service Businesses || QuickBooks Advanced for Retail Based Business || QuickBooks Advanced—Payroll || Website Analysis & Search Engine Optimization Hands On || Strategic Planning

Registration is required for attendance. A ten day notice is required for any cancellations. Credit will be given toward a future class time in the event of a cancellation.

SCSBDC | 864-326-5504 | SCSBDC.com | egrego5@clemson.edu