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 the most common issues facing these entrepreneurs are:

- Marketing
- Business Planning
- Sales and Growth Strategies
- Workforce Management
- Financial Management

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...

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

Ben Calhoun
Lender application packaging, business planning and financial projections

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

Other Resources
Legal IP protection, accounting, income taxes, QuickBooks, and marketing/PR

2021: Second Annual Entrepreneurial Pathways Strategic Foundations

Series Details
Pricing: $299 for the series (10 sessions)
Registration Deadline: 10 days prior to session date
Classes Begin: January 28th, 2021
Location: Virtual classes via Zoom
In-person classes at University Center, 225 Pleasantburg Dr., Greenville, SC 29607 (Details sent upon registration.)
Registration: SCSBDC.com or https://scsbdc.ecenterdirect.com/events/314840
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

Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions or recommendations expressed are those of the author(s) and do not necessarily reflect the views of the SBA. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. For arrangements, call the SCSBDC at 864.326.5504.
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)

1/28 (S1) Regulatory Requirements – What you should have done when you started and Business Legal Concerns – Intellectual property, contracts, employment.

2/11 (S2) Business Plans, Marketing Strategies, and Strategic Planning

Business Financial Skills (2 Sessions)

2/25 (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.

3/11 (S2) Intermediate Quickbooks Online – How to input basic transactions (quote/estimate, invoice, payment receipt, bill payment, balancing/reconciliation.

Funding a Business (2 Sessions)

3/25 (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.

4/8 (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)

4/22 (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.

5/6 (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) Topical Sessions (Topical sessions are up to 2 hours in length)

5/20 & 5/27 9am—11am: Each session will be held via Zoom session, availability based on registration. Website Analysis & Search Engine Optimization Hands On || Introduction to Strategic Planning Introduction to LivePlan || Market Analysis Tools || QuickBooks Deeper Dive || Financials Hands On

Registration is required for attendance. A ten day notice is required for any cancellations.