

YES, I would like to attend the Marketing For Success workshop.
Registration fee is \$45.

Name

Company

Address

City

ZIP

E-Mail

Phone

Make checks payable to: SCORE Chapter 2
8800 Highway 7 St. Louis Park, MN 55426
Phone: (952) 938-4570 Fax: (952) 938-2651
Want to use your credit card? Register & pay at
www.scorempls.org. Thank you.

About SCORE & Chapter 2

Formed in 1964, SCORE is a nonprofit organization that works with the U.S. Small Business Administration. We provide a public service by offering small business advice and training.

Minneapolis Chapter 2 of SCORE has over 100 active volunteer counselors who last year served more than 4,000 clients by providing free counseling and conducting specialized planning workshops. Our volunteers are working/retired business owners, executives and corporate leaders with a broad variety of industry experience in every important business management discipline.

For more info: (952) 938-4570
www.scorempls.org

SCORE®

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Marketing For Success

Marketing and Selling in a Competitive World

A SCORE Workshop
Counselors to America's
Small Businesses

SCORE®

Marketing For Success

So you are thinking about going into business. Oh, there are so many questions!

- Do I need a business plan?
- Will I need employees?
- Where will I locate?
- How do I purchase products?
- How will I advertise?
- Where do I learn about competition?
- How does cash flow work?
- How much money will I need?

These questions and many, many more will be discussed at **MARKETING FOR SUCCESS**, a three-hour workshop that just may be designed with you in mind.

Why should I worry about Marketing?

Marketing is the planning aspect of selling. It involves the many, many steps that must be taken to successfully sell a product or service profitably. It includes:

- Product/service selection
- Pricing strategies
- Compensation
- Inventory management
- Credit terms
- Administration
- And many, many more

This workshop will make your planning process much easier!

How will the class be conducted?

Three instructors will present information to the students in a discussion format. Students can participate by asking questions at any time. Instructors will reinforce discussion points with their personal experiences and with handout materials that the student can use for reference. At the end of the workshop students will be asked if they would like to work with an experienced SCORE volunteer. The volunteer could be available as the “go to” person during the student’s entire planning process.

What can I really expect to learn?

This class will give you a basic set of actions to follow as you prepare for the big step. It will fortify you with critical questions and suggested actions, which will minimize mistakes and help you focus on the critical issues which must be addressed as you go into business.

About the Instructors

Doug Stewart

Doug is the owner of Onward Business Solutions. A small business consulting practice emphasizing improvements in company communication, policies and operations.

Prior to founding OBS, Doug owned and operated Fitcorp Inc., a \$6M distributorship in the sporting goods industry. Fitcorp operations included five retail locations, an outside sales force and a customer service department. The company’s operations covered a wide array of business issues typically faced by small business owners – hiring and managing staff, personnel development, competition, manufacturer relations, and marketing strategies to name a few.

Gary See

Gary has had over 30 years executive level experience. He has directed sales operations, managed marketing departments, and overseen operations for companies in turnaround and fast growth environments. He has management expertise in strategic planning, new business development and brand building with national distributor and dealer operations.

Gary has been Director/Vice President of an international franchise company with over \$2B in sales. He has served on various industry councils, steering committees and non-profit fund raising boards.

Marshall Jones

Marshall began his business career at Xerox Corp. in sales. Over the next 16 years he held many marketing positions including Sales Representative, Sales Manager, and Branch Manager. As Branch Manager, he was responsible for a \$30M sales budget. Marshall also held various marketing staff positions at Xerox.

After retiring from Xerox, Marshall and three associates opened an office copier dealership, which sold and serviced copier systems to large industrial and government establishments. Over the next 12 years the business grew to \$1M in monthly sales. In 1995 he sold the business to a Fortune 500 company and joined that company as a executive in their European operations.