



WESTERN PIEDMONT COMMUNITY COLLEGE

Small Business Center New Business Development Series Certificate Program

*Must complete 4 of 5

CUSTOMER SERVICE FOR THE BUSINESS OWNER

COST: **FREE**

Running a successful business is all about people – those you work with, those you hire, and those you cater to. In this 2 hour seminar, you will learn how to develop regular customers, co-workers, and employees into lifelong fans. You will also learn tools that will assist you in marketing, promoting, and sustaining your business. We will determine ways that you can take your business to the next level by increasing your customer service skills.

July 18, 2013

Thursday

6:00pm - 9:00pm

Room HEC-131

MARKETING YOUR PRODUCTS AND SERVICES

COST: **FREE**

You came up with a great idea of a product or service -- excellent! Now you need to figure out if there will be demand for it at all, who will demand it, and to persuade your customers to buy your product. Most successful companies do not have the best product, they have the best marketing!

July 23, 2013

Tuesday

6:00pm - 9:00pm

Room HEC-131

SMALL BUSINESS OPERATIONS—LEGAL STRUCTURE & HUMAN RESOURCES

COST: **FREE**

In this seminar attendees will identify key human resource concerns, accompanying laws, and essential supervisory skills required as part of an effective set of human resource policies. Determining the best legal structure for a business is important because of the varying legal and tax implications. In this seminar attendees will also examine the legal structures to determine the one most appropriate to their needs, including Sole Proprietorship, Partnership, Corporation, S Corporation, and Limited Liability Company.

July 25, 2013

Thursday

6:00pm - 9:00pm

Room HEC-131

BOOKKEEPING BASICS & TAXES

COST: **FREE**

Keeping good financial records is a critical step in managing a successful enterprise. This workshop addresses the financial resources needed for good business management. Participants will learn how to develop systems and practices for collecting necessary information for tax reporting and business decision-making.

July 30, 2013

Tuesday

6:00pm - 9:00pm

Room HEC-131

UNDERSTANDING CASH FLOW AND FINANCIALS

COST: **FREE**

This class introduces breakeven analysis as a tool to assist the entrepreneur in measuring financial feasibility. Exercises will identify the kinds of data needed to project the revenue, start-up, and operating costs of your business. This class will help you develop an understanding of cash flow and break even analysis and its relationship to business planning.

August 1, 2013

Thursday

6:00 pm - 9:00 pm

Room HEC-131

These WPCC Small Business Center seminars take place in the Foothills Higher Education Center located at 2128 S. Sterling Street. Pre-registration is required. You may register online at <https://www.ncsbc.net/center.aspx?center=75560>

Please contact **Eddie McGimsey** at WPCC at (828) 448-6719 or emcgimsey@wpcc.edu for more information.



www.wpcc.edu

WPCC complies with the Americans with Disabilities Act and will make every effort to honor reasonable requests made by individuals with qualifying disabilities. Accommodations must be requested three (3) business days in advance of school events or activities through the Disability Office, room 103 Hildebrand Hall or call 828-448-3153.