

PASCO – HERNANDO COUNTY CHAPTER 439 OF SCORE

*Presents*

# **GROW YOUR BUSINESS: DEVELOP A STRONG MARKETING AND SALES PLAN**

This seminar focuses on how to profitably grow a business through development of the Sales and Marketing Plan as the key part of the overall Business Plan. We begin by conducting a growth audit with emphasis on planning, marketing and human resource availability, followed by analysis of factors affecting growth and expansion. You will learn how and where to find some of the answers about what works and doesn't work, what data is required to write your plan, how to profile your customers, determine the best type of advertising and/or promotions, what you can learn from your competitors, and how to analyze your program's effectiveness for best return on investment. Instructional handouts and materials will be distributed to all seminar participants. This program is being ...

*Conducted by*

**William Brydia.** Bill is an electrical engineer and has been president, chief executive officer and chief operating officer of start-ups, turn-a-rounds and high-growth organizations. He has worked for domestic and foreign firms producing metrology, test and measurement products, capital equipment and other technology products. He has also held sales management positions with Fortune 500 companies and currently consults on a part-time basis for previous employers and selected clients. Bill joined SCORE in 1999 and had been Chapter chairman for two years.

### *Highlights (Teaching Points) Of This Seminar*

- **Market Research – its importance, sources and usages**
- **Format and content of an effective business plan**
- **Analyzing economic factors and competition that can effect your business**
- **Strategy: Promotion, Pricing, Channel of Distribution, Budget**
- **Forecasting sales and expenses**

*When and Where*



This seminar is being presented on:

**❖ Friday February 1, 2008 @ 10:45AM to 12:00PM**

at Hyundai of Wesley Chapel Conference Room, 27000 Wesley Chapel Blvd. (SR54 West of I-75, Wesley Chapel, Florida) The general public is invited and advance reservations are requested. Please dress comfortably. Admission is free.