

## SCORE Pasco-Hernando Chapter 439

Presents a FREE Business Seminar

# “How to Market in *This* Economy”

This 2-hour seminar focuses on how to profitably grow your business. 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 information is required to write a sales & marketing 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 ...

### *Presented 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 five years.

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

- **Market Research – its importance, sources and usages**
- **Developing a Sales & Marketing Plan**
- **Target marketing using demographic profiles of customers**
- **Analyzing economic factors and competition that can effect your business**
- **Determining market strategies that give you the best ROI (return on investment)**
- **Discussions of promotion, pricing and channels of distribution**
- **Establishing the advertising budget**

**WHEN ...** Often from 9:30AM to 12:30PM on Saturdays, although abbreviated versions are also offered at night at several of our local libraries.

**WHERE...** This program is being presented in both Pasco County and Hernando County. Specific times and locations may be found by calling the SCORE office at (727) 842-4638, or by logging on to [www.score439.org/Seminars](http://www.score439.org/Seminars).

Excellent handouts are provided to all participants; thanks to our sponsoring banks and libraries, there is no longer any fee for this course. Pre-registration is desired by signing up on our website ([www.score439.org](http://www.score439.org)). This program is available to the general public. Please dress comfortably.