

# Practical Entrepreneur Training Tools

**Fall 2011 Training Sessions**  
**Fridays 11 a.m. to 2 p.m. • Devlin Hall**

Practical Entrepreneur Training Tools are designed to better leverage your business strengths in today's dynamic economic times. You want answers. The Center for Entrepreneurship at WSU has the resources to take you farther. Let us provide you with tools to lead you through the process of innovation and entrepreneurship. Whether a start-up or established business, these programs will provide you with the skills and knowledge to succeed.

**\$35 per session  
includes lunch**

**Limited Seating  
Call to Register:  
316-978-3000**



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## **Upcoming Training Sessions:**

**November 11**

### **Developing Growth Strategies: Organic and Inorganic**

**Instructor:** Mr. Ron Christy

This workshop will present techniques used for identifying business opportunities related to products, services, and enterprise development. Additionally, it will discuss key lessons to be learned regarding various strategies related to growth including challenges and problems that often are part of the process. Topics covered will include:

- Organic growth strategies, geographic territorial expansion, and store/plant expansion
- New product/service development and expansion of production/sales force
- Inorganic growth strategies, acquisitions, franchising, licensing, joint ventures, and strategic alliances

**November 18**

### **Become a Marketing Savvy Entrepreneur**

**Instructor:** Ms. Dotty Harpool

An entrepreneur may have a great idea but one of the keys to move from idea to profit is marketing execution. In this workshop you will learn the basics of small business marketing and how to develop strategies to get your product into the hands of your buyers. Topics will include:

- The 4 Ps of Marketing — Product, price point, placement, promotion
- Target marketing
- Segmentation of a marketplace
- Marketing on a tight budget

**December 2**

### **Financial Statements: Reporting and Planning for Small Businesses**

**Instructor:** Dr. Atul Rai

This workshop will assist business owners in utilizing financial reports. Whether the purpose of the report is for external purposes (such as for borrowing or raising capital) or internal purposes (for budgeting and planning), a solid understanding is critical to track the financial success of the business.

- Cash flow analysis
- Balance sheet and income statements
- Budgeting, planning and forecasting

**December 9**

### **Marketing Your Business Online**

**Instructor:** Ms. Julie Martin, 360 ideas

Consumers use internet search engines more than any other resource to find a local product or service, then they follow-up with a phone call or in-store visit. This workshop will help you understand why relevant website content is key to getting attention from the search engines and how content is critical to online advertising results.

- Why your website content matters and who cares about it
- How to attract more business in a down economy by getting creative with content
- Online advertising and your website and how they affect each other



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