

Small Business Training Program



Are you starting a business? Are you already in business and need an entrepreneurial “tune-up?” The Small Business Training Program is for you. Learn from the experts how to build your idea into a profitable venture.

Classes take place on two (2) consecutive Thursdays. Each session is a full day of classroom training beginning at 9:00 am and ending at 4:30 pm.

Both sessions are included in the price of \$100.00*. An SBDC Certificate of Completion will be awarded at the end of the 2nd session.

This Certificate is a requirement of the Otsego County and City of Oneonta Microenterprise Grant Program. More importantly, you will walk away with valuable knowledge, ideas, motivation and resources.

When: Thursday, March 26, 2020 9:00 AM to 4:30 PM AND
Thursday, April 2nd, 2020 9:00 AM to 4:30 PM

Where: Otsego Now Offices
189 Main Street
5th Floor, Suite 500
Oneonta, NY 13820

Reserve your seat at:

<https://nysbdc-bu.ticketleap.com/smallbustraining-march2020/>

*online registration fee may apply.

Or by contacting Michelle Catan by phone at 607-267-4010 ext 105 or by email at mcatan@binghamton.edu



3/26/2020 Basics of Owning your Business

- Learn what it takes to own your own business and to build market share
- Discover how to avoid risks and improve your chances of success
- Evaluate your leadership style and predict your success
- Assess the financial and market feasibility of your business
- Basics of a business plan.
- Hear a presentation by a local banker on how to finance your business*
- Learn methods to set up and maintain your business records from an accountant*
- Learn about market research, marketing strategies, competitive analysis, pricing, and operations. Find out about marketing via the Internet and branding.*
- Hear a presentation by an insurance agent about the types of coverage you need to protect your business, your family and you *

4/2/2020 Managing by the Numbers and Making Essential Decisions

- Discover how to understand and develop financial statements – the key to effective planning, decision-making and profits
- Learn about hiring employees, dealing with suppliers, planning your inventory and launching your grand opening
- Understand the basics of sales, advertising, networking and customer service
- Find out what you need to know from a small business attorney about choosing the right business entity and how to handle other legal issues*
- Hear how an entrepreneur started his or her business, overcame challenges and became successful*

*Dates of the speakers' presentations might change based on their availability.

Only your payment will ensure your registration as class size is limited.

No refunds after classes start.

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

Reasonable accommodations for persons with disabilities will be made if