

Your Weekly Snapshot of Our Upcoming Events

Apr 13 - Principles of Successful Selling Join us Saturday!

- Learn how to effectively use sales prospecting techniques
- Understand the principles and uses of SWOT
- Find out how to handle customer objections
- Explore various sales-closing methods



Owen Koff

Location: South Palm Beach SCORE - 9 AM
Cost: Free (Thanks to IBMSECU)

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Apr 24 - Win More Business with Social Media

- Grow your online store
- Understand Google's Analytics
- Learn about Social Media
- Improve your SEO



Rus Ackner

Location: IBMSECU Delray Beach/Online - 6 PM
Cost: Free (Thanks to IBMSECU)

[Click to Learn More and Register](#)

Apr 25 - Is Your Financial House in Order?

- Why is a regular review of financials so important?
- What are your income statement and balance sheet telling you?
- How can you use cash flow to look forward to predict risks and opportunities?
- What affects your cash flow the most?



Michael Lupo

Location: Office Depot Delray Beach - 4 PM
Cost: Free (Thanks to IBMSECU)

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Apr 27 - One Legal Mistake Can Ruin Your Business Protect Yourself as You Grow Your Business

- Find out what you can do when a client doesn't pay.



- Discover your best defenses against liability.
- Understand how correctly classifying those who work for you affects your taxes.
- Make smart decisions about contracts, leases, trademarks and your business type.

Christian Posada

Location: South Palm Beach SCORE - 9 AM
Cost: Free (Thanks to IBMSECU)

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