



## STRATEGIC STEPS TO GROWING YOUR BUSINESS

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Certificate Program from SCORE Palm Beach and the City of Boynton Beach

### STRATEGIC STEPS TO GROWING YOUR BUSINESS

Early Bird discount through Oct. 17 - \$89 · After discount \$99 · At the door \$109

Each individual workshop is \$25, \$30 at the door.

Upon completing all 5 workshops you will receive a signed certificate from SCORE and the City of Boynton Beach

#### FINANCIAL MANAGEMENT: Oct. 23, 6:00 PM– 8:00 PM

Get a better understanding of financial concepts to help make better decisions. Topics covered will include planning techniques, working with trusted advisors, using financial statements to manage your business, understanding and using financial ratios, managing risk, using cash flow forecasts, and funding your business' growth.

**REGISTER HERE!**

#### GROW YOUR BUSINESS WITH PEOPLE: Oct. 30 6:00 PM – 8:00 PM

You will be encouraged to take a close look at your company to evaluate where your business might be weak. Topics covered will include hiring practices, employee training, development, motivation, attaining peak performance, using outside resources, and retention.

**REGISTER HERE!**

#### MARKETING YOUR BUSINESS: Nov. 6, 6:00 PM– 8:00 PM

Learn to maximize your customer reach and retention. Learn about setting your marketing goals, social media and online marketing, public relations and advertising strategies, event marketing, cause marketing, creating "Raving Fans," and evaluating your business and teams.

**REGISTER HERE!**

#### GROWING YOUR SALES: Nov. 13, 6:00 PM– 8:00 PM

Identify strategies to increase sales. Discussions will focus on expanding your distribution channels, building and motivating your sales team, benchmarking, evaluating your business needs, and how using a Customer Relationship Management (CRM) system can help you manage and retain customers.

**REGISTER HERE!**

**MANAGING OPERATIONS: Nov. 20, 6:00 PM– 8:00 PM** Learn how to more effectively operate a profitable business. Topics covered will include operations and company goals, identifying, managing, and measuring critical operations, preparing for growth, Key Performance Indicators (KPIs), and dashboards.

**REGISTER HERE!**



**REGISTER HERE FOR ALL 5 SESSIONS**

Register today by visiting [PalmBeach.Score.org](http://PalmBeach.Score.org) or calling 561-833-1672

[www.palmbeach.score.org](http://www.palmbeach.score.org)

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