

Your Weekly Snapshot of our Upcoming Events

Mar 27 - How To Write A Business Plan

- Why you need a business plan
- What your business plan needs to include
- The importance of the Executive Summary & what must be included
- How to develop the required and realistic financial projections

Location: IBMSECU Delray Beach & Online - 6PM
Cost: Free

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Duncan Adamson

Apr 5 - Sales Roundtable: Growing Your Business through Knowledge

Note: This event is a roundtable discussion where you participate! It is not a "lecture"

- Share challenges and opportunities
- Establish strategic alliances
- Learn successful techniques
- Discover money-saving marketing tips
- Discuss trends that can affect your top and bottom line

Location: SCORE Boca - 9:00 AM
Cost: Free (Thanks to the generosity of IBMSECU)

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Wolfgang Kurpiers

Apr 6 - How to use Social Media & SEO to grow your Business

- Why is the regular review of financials so important?
- Good accounting habits and procedures to stay on top of the numbers
- What is your income statement and balance sheet is telling you?
- Cash flow: looking forwards to predict risks and opportunities

Location: SCORE Boca - 9:00 AM

Cost: Free (Thanks to the generosity of IBMSECU)

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Michael Sherman

Apr 13 - Principals of Successful Selling

- Identifying the critical skills that lead to success in a target job
- Advantages and disadvantages of potential selection devices
- Learning how to apply an effective structured interview
- When to rely on training vs. on the job experiences
- The 7 key steps to building a motivated and engaged work force

Location: SCORE Boca - 9:00 AM

Cost: Free (Thanks to the generosity of IBMSECU)

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Owen Koff

Apr 25 - Is Your Financial House In Order?

- Why is the regular review of financials so important?
- Good accounting habits and procedures to stay on top of the numbers
- Understanding what your income statement and balance sheet is telling you
- Cash flow: looking forwards to predict risks and opportunities
- Evaluate carefully new business opportunities and compare to alternatives
- What affects your cash flow the most?



Mike Lupo

Location: Office Depot Delray Beach - 4:00 PM
Cost: Free

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