

Attention Business Owners....

Growing \$ales Seminar

Tuesday, October 21, 2008

9:00 a.m.—noon

LOCATION



SOUTHWEST VIRGINIA
TECHNOLOGY
DEVELOPMENT CENTER

141 Highland Drive
Lebanon, VA 24266

Free!

Do you need help:

- Building your sales and do not know where to go next?
- "Stuck in business neutral" and don't know you should grow or diversify?
- Challenged by your business in both courage and resilience on a weekly basis?
- Not finding the right people to grow your business?
- Realizing that 'networking' to find customers is 'notworking'?
- Not knowing where to find new customers?

This is your opportunity to:

- ⇒ Explore the potential to selling to state, federal and local government markets
- ⇒ Selling to the private sector
- ⇒ Marketing 101 and Credit Issues
- ⇒ Explore other methods of business growth

Register for this FREE event, go to www.vastartup.org/sellva or contact Flo Rush at 276-935-5093 or Donna Meade at 276-889-8081.

Virginia
Cooperative Extension
A partnership of Virginia Tech and Virginia State University... www.ecel.edu

VirginiaTech
Invent the Future



VIRGINIA DEPARTMENT OF BUSINESS ASSISTANCE
Connecting Businesses with Resources



Growing \$ Sales Seminar

AGENDA

*9:00 **Introduction and purpose of meeting**

- Access to new markets to help grow sales
- Introduction to resources

9:15 **Selling to the State**

- Spend report- is it right for you?
- SWaM certification
- eVA registration
- Resources

10:15 Concurrent Sessions:

Connecting to Private and Federal Markets

- Federal certifications & CCR registration
- How to target the right federal agency for you
- How do I start? – the supplier diversity office
- Needs based selling
- Helpful certifications
- Resources

Growth through Marketing and Other Methods

- Targeting your market
- Presenting your company to the decision maker
- Responding to a request for proposal
- Mergers and Acquisitions
- Joint Ventures
- Selling your company

Credit Issues

- Preparing financial projections
- Underwriting considerations
- Appropriate credit providers for your situation

11:15 Concurrent Sessions

12:00 Resource Provider Introductions, Networking – Box Lunches

1:00 Networking

*eVA Café = One-on-One Counseling available throughout seminar

Visit www.vastartup.org/sellva to register.