

# Marketing and Sales for Small Business

FALL 2019



A carefully crafted combination of sales and marketing is vital for successful business growth. Learn how to grow your business and increase sales with these workshops.

*See course details on the back.*

# Marketing and Sales for Small Business

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### **NEW! SALES SUCCESS**

Your ability to generate sales and profits is the key to your success. Most businesses and sales people use only one or two profit making strategies. In this workshop, you will learn step-by-step plans, strategies, methods and techniques to build a more profitable book of business - resulting in positioning yourself as the first-choice product or service provider.

<b>3670</b>	<b>TBSM 16-001</b>	<b>Grayslake Campus</b>
Thursday, August 29		1 Session
6-7:30 p.m.		
\$25	E121	J. Belford

### **GROWING YOUR CUSTOMER BASE**

Selling today is more competitive than ever before. If you plan to keep your business and make a profit, you must continually gain new customers. Period. The good news is that growing your customer base is within your control and it doesn't have to be complicated. This workshop is designed with small business owners in mind – those who may not have fancy sales tools and processes. You will gain insight into business growth strategies, new client prospecting techniques and effective sales strategies.

<b>3656</b>	<b>TBSM 13-001</b>	<b>Grayslake Campus</b>
Tuesday, September 10		1 Session
6-7:30 p.m.		
\$25	E121	J. Belford

### **GETTING BUSINESS REFERRALS**

Referrals are one of the top ways to grow a business and your best source for new business is referrals from happy customers. The strongest sales leads are those that have been sent your way as a result of strong referrals. The key is to get satisfied customers to promote you and your business within their social and professional networks. This workshop shows you how to ask your customers for referrals and, most importantly, teach them how to send high value sales leads your way.

<b>3674</b>	<b>TBSM 14-001</b>	<b>Grayslake Campus</b>
Thursday, October 10		1 Session
6-7:30 p.m.		
\$25	E124	A. Jackson

To register, visit [www.clcillinois.edu/sbdc-itc/workshops](http://www.clcillinois.edu/sbdc-itc/workshops) or call **(847) 543-2033**.

Illinois SBDC International Trade Center is funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA), the Illinois Department of Commerce & Economic Opportunity, and the College of Lake County. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Please contact the center at (847) 543-2033 or TDD: (847) 223-0134.



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