

Small Business Survival Seminar

Introductory Session for Small Business Survival

Presented by MassMEP and Marketing Edge

Thursday, June 11, 2009

Is Your Business Recession Proof?

Are you struggling to determine how to achieve your business goals while fulfilling customer needs, remaining profitable, and managing your competition and your team? If so, then our Certificate Series is designed for you. We will help you address these tough business challenges and teach you critical steps to take to create a solid business survival plan! This plan will serve as your roadmap to maximize existing and potential revenue-generating opportunities.

Introductory Business Accelerator Session

Join us on Thursday, June 11, 2009, for a jumpstart to the Certificate Series with our half-day Business Accelerator Session. During this session, you'll learn about the **Small Business Survival Certificate Series** as well as discover:

- How to define growth & set key business goals
- Why a recession is good for business
- 15 fatal flaws in customer communication
- How to deliver a powerful & enticing pitch

You will leave the session with a Scorecard, in hand, that assesses 8 critical business drivers that impact your growth, profit and success. The Scorecard will highlight areas of strength as well as red flag problem areas requiring attention.

Small Business Survival Certificate Series

The Certificate Series is comprised of seven, 3½ hour classes held every other Friday beginning in September 2009. Through lively, interactive discussions, participants' business challenges frame the focus of the classes. We will review the current struggles you face not just in surviving tough economic times but in learning how your businesses can thrive.

Throughout the series, we will challenge you to identify new ideas as well as rollout key tactics immediately. We'll show you practical, proven marketing methods that impact your bottom line and help you create a survival plan for your company, along with a dashboard to help you measure, manage, and monitor your success.

What Our Clients are Saying

100% of the MassMEP clients believe they were more competitive after working with the MassMEP.

Who Should Attend

Anybody worried about their company's growth in a recession including company decision makers, plant presidents, marketing managers, CEOs, along with their vice presidents, operations managers, HR managers, and finance managers.

Program Schedule

Thursday, June 11, 2009

7:30 a.m. Registration and Networking Breakfast

8:00 a.m. Program begins

11:30 a.m. Adjourn

Location

College of the Holy Cross

Hogan Campus Center

One College Street

Worcester, MA

Fees

\$89.00 per person (Special Benefit: Register for the Certificate Series within 30 days of the session and the June 11 class will be free.)

Registration

Register online at www.massmep.org and click on upcoming events or

Contact Kathie Mahoney at 508-831-7020 or kathiem@massmep.org

About MassMEP

MassMEP's mission is to help Massachusetts' small and medium-sized manufacturers to strengthen their world-class competitiveness, and to maintain and expand their activity in the manufacturing supply chain. www.massmep.org

About Marketing Edge

Marketing Edge Consulting Group helps small business owners answer the questions that keep them up at night: What can I do to increase revenue and profit? Why do customers really buy from me? How can I ensure customers are loyal to my business?