



Small Business
Development Centers
Los Angeles Regional Network

Small Business Development Center

28460 Avenue Stanford, # 100, Santa Clarita, CA 91355 Tel (661) 294-9375 www.cocsbdc.com

**HELPING ENTREPRENEURS SUCCESSFULLY
START, BUILD AND GROW THEIR SMALL BUSINESSES**

SAN FERNANDO VALLEY

LOW COST PROFESSIONAL TRAINING WORKSHOPS

OCTOBER 2009

NEW

EFFECTIVE SELLING FOR SMALL BUSINESS

A hands-on 3-hour training workshop to help you learn effective ways to increase your sales and improve the results from your selling processes. Lead by a sales expert with more than 35 years successful business experience, the workshop begins with a presentation on how to create and implement a powerful selling program in today's competitive and changing market. Then you ask the questions and get answers that will be personal and practical. Ideal for small business owners and start-ups.

- Thursday, October 22, 2009 from 10:00 – 1:00 Cost \$30
- Premier America Credit Union, 19867 Prairie St., Chatsworth [Click for map](#)



Ben Tenn

Ben Tenn has more than 35 years of business experience, with a focus on marketing, sales and general management. He has been a corporate executive at Disney and Activision and the co-owner of a \$10 million small business. He has been an independent business consultant since 1996 serving local and national small businesses, a successful presenter of marketing and sales seminars, a columnist for the SFV Business Journal and a marketing instructor for UCLA Extension. He earned his MBA from UCLA.

**Reservations required: 661-294-9375 sbdc@canyons.edu
Please arrive 10 minutes early to check in.**

RESERVE EARLY AS THIS WORKSHOP SELLS OUT!

QuickBooks 101 - TO MANAGE YOUR FINANCES

This hands-on “at a computer” 3-hour workshop will teach you how to effectively use QuickBooks to profitably run your business. Learn simple yet powerful techniques to manage your finances including how to set up a chart of accounts, pay bills, record a sale, invoice a customer, receive payments and the affect of daily transactions on your monthly and year end Profit & Loss Statement. Presented in a computer lab with seating limited to 12 attendees. For beginners and current users.

- Saturday, October 17, 2009 from 10:00 – 1:00 Cost \$60
- Premier America Credit Union, 19867 Prairie St., Chatsworth [Click for map](#)



Crystalynn Shelton

Crystalynn Shelton has more than 10 years experience with small and large businesses. She managed the accounting departments at Fortune 500 companies Texaco, Paramount Pictures and Sylvan Learning Center, and as a QuickBooks Certified ProAdvisor, has provided QuickBooks consulting and training services to hundreds of small business owners. She earned her accounting degree at the University of Texas.

NEW Social Networking to Attract More Clients

Learn to write an effective online business social networking profile to build your connections and grow your client base. Lead by an expert strategist with more than 17 years in successful relationship marketing and sales experience, this powerful 3-hour workshop will cover introduction to social media and online business social networking; basic marketing and sales principles; 4 simple steps to write your profile; using the power of persuasion; growing your online network; networking principles and how to turn online connections into offline relationships using email and phone scripts.

- Saturday, October 24, 2009 from 10:00 – 1:00 Cost \$30
- Premier America Credit Union, 19867 Prairie St., Chatsworth [Click for map](#)



Andrew Barden

Andrew Barden has more than 17 years of business experience, with a focus on marketing, sales, ad & sales letter copy writing, social networking, and relationship marketing. He has been a founding partner for several small businesses, a record setting sales person with Fortune 1000 companies, and sits on the board of several start ups. He has been a business growth strategy consultant since 2004.

HOW TO SUCCESSFULLY START A NEW BUSINESS

This hands-on, interactive workshop will help you start, build and grow a successful and profitable new business. Learn the best structure for your business; the licenses and insurance you should have; how to find and target your customers; how to get start up financing; identify and focus on the key issues of your business and how to bring it all together to maximize your market potential. Then join the discussion on how to put your plan into action for the best results.

- Wednesday, October 28, 2009 from 10:00 – 1:00 Cost \$30
- Build WorkSource Center, 9207 Eton Ave., Chatsworth [Click for map](#)



Connie Sparks

Connie Sparks is an author, business strategist, trainer and President of the Wade Institute, a business and capital development consulting company. Her experience, skills, and training methods has been recognized by higher education institutions, corporate America, and private organizations. Ms. Sparks has trained more than 4,000 business owners and executives throughout California. She has helped start and grow more than 100 small businesses in LA County alone.

NO COST BUSINESS COUNSELING AVAILABLE

You can receive professional business counseling services from experienced SBDC Business Advisors at no cost to you on nearly any small business issue, from how to secure an SBA loan to creating a useful business plan; how to develop and implement an effective marketing and sales strategy to reducing your costs of doing business and much more. Call 661-294-9375 to arrange for your initial appointment and to set up a customized counseling program for your business.



The Small Business Development Centers are funded by the U.S. Small Business Administration, the California Economic and Workforce Development Program and center host institutions. Funding is not an endorsement of any product, opinion, or service. All Federal and State funded programs are extended to the public on a nondiscriminatory basis.

