

Managing Your Cash Flow

Mon. Jan. 23, 2012 1-3pm
Tues. Feb. 21, 2012 10am-12(noon)
 Fri. Mar. 16, 2012 1-3pm
 Thurs. Apr. 19, 2012 1-3pm
 Guelph-Wellington Business Enterprise Centre
 The Cash Flow statement is the most important document a businessperson needs. Discuss the advantages of using Cash Flow spreadsheets in your business and how to use the numbers from your sales forecast and current expense information to develop a projected cash flow for the next year.

Smart Selling Skills

Thurs. Jan. 26, 2012 1-3pm
 Thurs. Feb. 23, 2012 1-3pm
 Thurs. Mar. 22, 2012 1-3pm
 Wed. Apr. 25, 2012 1-3pm
 Guelph-Wellington Business Enterprise Centre
 How to sell...Whether a product or service, this will take you through some of the techniques to successfully sell your product or idea including how to find out what your customer is really looking for, how to close the sale and how to get return customers.

Bookkeeping Basics

Thurs. Feb. 2, 2012 1-3pm
 Thurs. Mar. 15, 2012 1-3pm
 Joani Gerber, Stratford Perth Centre for Business
 This 2 hour seminar will lead you through the basic elements of business bookkeeping. You will discuss what accounts you should have, what terminology is used and how to use the resulting information in your business decisions.

Deciding the Right Time to Grow

Fri. Feb. 3, 2012 1-3pm
 Guelph-Wellington Business Enterprise Centre
 What to evaluate in deciding if you should grow and how to implement the growth. This seminar will look at goals, strategies and financial implications.

Online Communication Strategies for Small Business

Tues. Feb. 7, 2012 1-3pm
 Fri. Apr. 27, 2012 1-3pm
 Rob McLean, Sociable Communications & Marketing
 This 2 hour seminar will look at online marketing and communications strategies and tactics to grow website traffic for small business: search engine optimization, web advertising, and social media engagement.

Finding and Researching Your Target Market

Wed. Feb. 8, 2012 1-3pm
 Wed. Apr. 4, 2012 1-3pm
 Guelph-Wellington Business Enterprise Centre
 Market Research; radar for your business decisions. Business does not operate in a vacuum and market research will assist you setting objectives, tactics and strategies for protecting and growing your business.

How to Ask for Referrals

Thurs. Feb 9, 2012 1-3pm
 Wed. Apr. 18, 2012 1-3pm
 Cam Guthrie, HJM Insurance & Financial Services Ltd.
 This seminar will show you how years of referral based selling has boosted sales and created loyalty with customers. You will learn how to incorporate "The ASK" into as many aspects of your business as possible. You will walk away energized and excited to get other's referring you and your business.

ABC's of Marketing & Marketing Plan

Fri. Feb. 10, 2012 1-3pm
 Tues. Apr. 10, 2012 1-3pm
 Guelph-Wellington Business Enterprise Centre
 How do you get your idea or product known in the marketplace? You will look at the basic process of focusing on your target market and to make marketing decisions that bring results.

Designing Your Customer Service and Daily Operation Plan

Tues. Feb. 14, 2012 1-3pm
 Thurs. Apr. 12, 2012 1-3pm
 Guelph-Wellington Business Enterprise Centre
 Image is your professional presence. It communicates your approach to everything that your business does from the quality of your products and services to the level of your customer service. This seminar will guide you in creating a marketable identity for your business.

Time Management

Wed. Feb. 15, 2012 1-3pm
 Guelph-Wellington Business Enterprise Centre
 This seminar will help the entrepreneur set up strategies for planning, organizing, goal setting prioritizing, making to do lists, and other aspects of effective time management. Effective time management will significantly increase your daily results for your growing business.

Projecting Sales, Costing & Pricing

Thurs. Feb. 16, 2012 1-3pm
 Wed. Mar. 14, 2012 1-3pm
 Mon. Apr. 16, 2012 1-3pm
 Guelph-Wellington Business Enterprise Centre
 Concerned with costs that seem out of line? Not sure if your pricing practices make sense? Want to improve sales forecasting? Learn proven techniques to help you understand and manage these key drivers of business success.

Deciding to Incorporate

Fri. Feb. 17, 2012 1-3pm
 Smith Valeriote, LLP
 What are the issues to look at when deciding to incorporate? A lawyer will look at the advantages and disadvantages of incorporating and how it would be beneficial to your business.

Websites 101

Wed. Feb. 22, 2012 1-3pm
 Thurs. Apr. 26, 2012 1-3pm
 Todd Kasenberg, Sandbox Software Solutions
 This seminar will provide information on the basics of getting a website for your business. Also discussed will be the different types of websites (static, dynamic, flash animated, etc.), the different terminology used, options for website hosting, domain name registration and cost for website hosting.

Keep I.T. Simple

Tues. Feb. 28, 2012 1-3pm
 Sharon Bennett, Bennett Business Connections
 This workshop will introduce the Small Office Home Office business owner to basic IT knowledge to improve, maintain and secure their current IT environment. Topics covered include: backups, shared storage, basic computer networking, securing your data, growing IT infrastructure, remote access, and cost saving techniques.

The Art of Networking

Wed. Feb. 29, 2012 1-3pm
 Tanya Riemann, Platypi Designs Inc.
 Learn what makes good networkers great. Networking is an essential business skill that is unbelievably valuable but a lot of people shy away from. This seminar will enable you to be more confident and successful when attending any networking event.

Hot Cold Calls

Wed. Mar. 7, 2012 1-3pm
 Cam Guthrie, HJM Insurance & Financial Services Ltd.
 Have you ever wondered how to make those cold calls? Do you suffer from telephitis? This seminar is for you! You will learn proven techniques to use before, during and after you make that phone call! You never know what's on the other end of the line! It could be the business you've been waiting for.

Business Taxation Essentials

Mon. Mar. 19, 2012 1-3pm
 Canada Revenue Agency
 Small Business Taxation issues are the focus of this seminar. Topics will include claimable expenses; record keeping requirements and issues involved in filing your income tax. Bring any questions you may have on your tax issues.

Branding 101: Creating Your Identity

Wed. Mar. 21, 2012 1-3pm
 Bradley Southam, Linus Creative Services
 Branding is a word commonly referred to by advertisers and marketing people, but what does it actually mean, how can you get it, and, most importantly, how will it benefit your business?

Starting a Consulting or Service Business

Tues. Mar. 27, 2012

1-3pm

A broad and open field, what are the issues you need to consider when developing a successful consulting business. Practical and pragmatic this seminar focuses on how you navigate your way to a successful practice.

Is Your Contract Legal & Binding?

Wed. Apr. 11, 2012

1-3pm

Stephen Smith, Miller Thomson Law Firm

This seminar will cover the basic elements of a contract. Various types of contracts will be highlighted (employment, contacts, agency contracts, leases, consignment contracts). Bring your contracts and your specific questions will be answered.

\$32 each (incl. HST)
or 5 seminars for \$130 (incl. HST)
Payable by Cash or Cheque only
To register call 519-826-4701

Seminars are held at
**Guelph Wellington
Business Enterprise Centre**
401-42 Wyndham Street North,
Guelph, ON N1H 4E6

Stepping Into Business

One Full Day Seminar on the STEPS to starting your own small business.

Logically consider the process of starting your business from assessing the business idea to developing the business plan.

Upcoming Training Dates

Monday, February 6, 2012

Monday, March 5, 2012

Monday, April 2, 2012

9:00 a.m. - 4:00 p.m.



\$40.00 per person
(includes HST)

For more information or to register:

519-826-4701

Limited Space ~ Register Early



Start to Success

Get Your Business 'Off to a Running Start'

This 6 Week program will:

- Help you focus on your target market
- Develop a successful plan
- Look at the viability of the business

Next Program Start Date
Monday, April 16, 2012

\$145.00 per person (includes HST)

Call 519-826-4701 to Register

5:30 p.m. - 7:30 p.m.

One Evening a Week for 6 weeks

Guelph-Wellington Business

Enterprise Centre

Wake Up Call

Networking Event
7:30 a.m. to 9:00 a.m.

Monthly Networking Breakfast for Small Business

Tuesday, February 21st, 2012

Tuesday, March 20th, 2012

Tuesday, April 17th, 2012

\$15.00 (includes HST)
Loyalty Members

\$20.00 (includes HST)
Non-Members

Sponsored by: Scotiabank

Reservations In Advance
TO RESERVE A SPACE CALL
519-826-4701 or 1-866-744-8344
Business Casual Dress Required

Guelph-Wellington Business

Enterprise Centre

Ask the Professionals

Your Opportunity for Business Information

Do you need Banking, Accounting, Legal, Insurance or Technical advice for your start-up business?

Ask the Professional is a program of the Guelph-Wellington Business Enterprise Centre that provides Small Business Owners access to Business Advice and Confidential Consultations with independent Business Professionals from our Sponsoring Partners.

An opportunity for start-up businesses to access business professionals for a confidential consultation. Book an hour-long appointment at our Centre with a business professionals for only

\$15.00 (payable in advance)

(cash or cheque only)

For more information and to inquire on the next available appointment with one of our Business Professionals

Call Carol at 519-826-4701 or 1-866-744-8344

Spaces are Limited • Reserve Your Space Early