

Helping Businesses Grow and Succeed

News Release



Florida Small Business Development Center at UCF

August 19, 2013

FOR IMMEDIATE RELEASE

Contact: Hal Thayer, Communications Director, SBDC at UCF, 407.420.4850 or hthayer@bus.ucf.edu

FSBDC at UCF Hosts Strategy Workshops for Growing Business

*Seminars Focus on Improving Local Businesses'
Sales Strategies and E-Marketing & Social Media Strategies*

Orlando, FL – Helping local entrepreneurs at businesses large and small obtain better results from their sales efforts and their e-marketing & social media activities are the goals of two workshops being announced by the Florida Small Business Development Center at the University of Central Florida (FSBDC at UCF). Both workshops are part of the FSBDC's *Strategic Tools Workshop Series*, a comprehensive set of seminars focused on the topics of greatest interest and value to small- and medium-sized business in Central Florida. The Series, sponsored once again by Orange County Government, is in its 11th year.

On Tuesday August 27th, the FSBDC at UCF will present *Sales Strategies for Growing Business*, a one-day intensive workshop focusing on proven methods for effective prospecting, the power of the 7-Step Selling Process, advanced techniques in communication, relationship building and more.

Then, on Wednesday September 4th the FSBDC will present *E-Marketing & Social Media Strategies for Growing Business*, another one-day intensive workshop that will build on past FSBDC e-marketing seminars to acquaint entrepreneurs with best practices in search engine optimization, paid search and metrics, as well as the latest trends in mobile marketing, social media marketing and additional web-design strategies.

The workshops will be led again this year by the popular Robert Cascio, Ph.D., an academic researcher and adjunct faculty member in the College of Business Administration at the University of Central Florida. Past workshop classes have universally applauded the quality of his teaching and the many real world applications they left the workshop with. Before returning to work on his Doctorate, Robert worked domestically and internationally in corporate advertising and sales and he is also a Licensed Real Estate Broker, where he applies his sales, e-marketing social media expertise with great success. Robert's research interests include marketing strategy, market signaling and sales force effectiveness.

These two workshops have been extremely popular in past years. For the sales strategies workshops, attendees have included CEOs, sales leaders, sales teams and marketing staff as well as solo entrepreneurs who have commented on the value they gained in terms of improving their sales in the immediate future. Participants in past E-Marketing & Social Media workshops have included marketing leaders, and managers, individual entrepreneurs and technologists who have gained new insights into the latest trends in marketing on the web and in social media.

--UCF--

With its main office in the National Entrepreneur Center located at the Fashion Square Mall in Orlando, the Florida Small Business Development Center at the University of Central Florida (FSBDC at UCF) is part of the UCF College of Business Administration and the Florida Small Business Development Center Network, providing business seminars and no-cost, one-on-one business consultation to small business owners. The FSBDC at UCF serves an eight-county area that includes Brevard, Flagler, Lake, Orange, Osceola, Seminole, Sumter, and Volusia counties and maintains seven satellite service centers. In 2012, the FSBDC at UCF helped entrepreneurs create or retain 2,350 jobs, win contract awards worth \$104.6 million, acquire \$50.5 million in capital formation, and increase sales by \$95.1 million. The FSBDC at UCF is funded in part through a cooperative agreement with the U.S. Small Business Administration.

FSBDC at UCF | 3201 E. Colonial Drive | Orlando, FL 32801 | p 407.420.4850 | f 407.420.4862
sbdc@bus.ucf.edu | www.sbdcorlando.com

State Designated as Florida's Principal Provider of Business Assistance [§ 288.001, Fla. Stat.]