

Helping Businesses Start, Grow and Succeed

News Release



Small Business Development Center at UCF

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FOR IMMEDIATE RELEASE

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SBDC at UCF to Host Strategy Planning and Sales Strategies Workshops For Growing Businesses

Will Help Small Business Executives Work 'ON' their Business, Not Just 'IN' It

Orlando, FL – The Small Business Development Center at UCF (SBDC at UCF) continues with its 2012 Strategic Tools Workshops Series schedule aimed at helping small business leaders and managers learn how to bring focused strategic thinking to their business. Starting with the *Strategy Planning for Growing Business* workshop on Thursday, September 27 9:00 am – 3:30 pm and followed by the *Sales Strategies for Growing Business* workshop the next week, on Thursday, October 4, 9:00 am – 3:30 pm. Both workshops are being held at the SBDC at UCF located at the National Entrepreneur Center inside the Orlando Fashion Square Mall.

The *Strategy Planning for Growing Business* workshop is a one-day workshop that describes how to assess business environments, create strategies that promote long-term success, articulate a distinctive marketing strategy, and organize resources necessary to execute your strategy and grow your business. This workshop is led by Cameron Ford, PhD, Director and Founder of the Center for Entrepreneurship and Innovation and Associate Professor at the University Central Florida College of Business

The *Sales Strategies for Growing Business* workshop is a one-day intensive workshop teaching how to identify potential clients, create powerful communication strategies, enhance client relationships, develop and deliver effective sales presentations and more. This workshop is led by Robert Cascio, PhD, adjunct instructor at the Small Business Development Center at UCF and experienced Sales and Marketing professional.

“Over and over, we hear from our small business clients that they wish they could spend more time working ‘ON’ their business, instead of only working ‘IN’ their business,” said Eunice Choi, Regional Director at the SBDC at UCF. “Our Strategic Tools Workshop Series is designed to help them do just that, by offering subject matter and esteemed educators that open up the growth possibilities that comes with thinking more strategically about their business.”

For more information or to sign up for either the *Strategy Planning for Growing Business* workshop on Thursday, September 27 or the *Sales Strategies for Growing Business* workshop on Thursday, October 4, please visit the SBDC at UCF’s website at www.sbdcorlando.com

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With its main office in the National Entrepreneur Center (formerly the Disney Entrepreneur Center) now located at the Fashion Square Mall in Orlando, the Small Business Development Center at the University of Central Florida (SBDC 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 SBDC 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 2011, the SBDC at UCF helped entrepreneurs create or retain 1,517 jobs, win contract awards worth \$28.9 million, acquire \$17.7 million in capital formation, and increase sales by \$51.9 million. The SBDC at UCF is funded in part through a cooperative agreement with the U.S. Small Business Administration.

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