

Unlock Your Sales Potential!



Growing a Retail Business

is a 12-week program specially developed for retailers who have been in business for more than two years. This program helps assess your business today and develop an action plan for growth.

“I was so busy trying to keep customers coming in the door, I didn’t take time to plan for the future. Growing a Retail Business gave me the opportunity and discipline I needed to organize my operations for a healthier future.”

KEY OBJECTIVES

- Plan for financial needs to avoid cash flow problems
- Build a strong, competitive business model
- Develop an overall business strategy for growth
- Determine if you have the right people on the job
- Determine key metrics for success

WHEN/WHERE/HOW

WHEN:

February 28 through May 15, 2012
Tuesdays 7:30 a.m. – 9:30 a.m.

PRICE: \$700, GRANT PRICE: \$140

Thanks to the financial support of MSU’s Broadband Technology Opportunity Program (BTOP) grant award, the registration fee of the class has been reduced from \$700 to \$140.

WHERE:

Velocity

6633 18 Mile Rd Sterling Heights, MI 48314

TO APPLY ONLINE:

www.misbtdc.org/training/
Phone: 586-469-5118

PROGRAM FEATURES

- Twelve weekly 2-hour sessions
- Initial assessment to measure your current success
- Small group and hands-on activities each week that focus on specific issues retailers face
- MISBTDC consultant assigned for individual assistance outside of sessions
- Text and online training materials are developed from experienced retail professionals affiliated with the MISBTDC
- Successful retailer case studies

PROGRAM BENEFITS

- Lets you get away and work “on” your business
- Identify opportunities to grow your business
- Focus on specific areas with most potential for impact
- Implement current retail marketing and sales tools

SPONSORED BY

MICHIGAN STATE
UNIVERSITY

VELOCITY

PRESENTED BY



www.misbtdc.org



Funded in part through a cooperative agreement with the U.S. Small Business Administration.



Reasonable arrangements for persons with disabilities will be made if requested at least two weeks in advance.