

# **Regional Business Incubator Presents:**

## **Small Business Toolkit Series**

These sessions are informative, hands-on sessions for the home-based business owner or small business that is looking to expand their skill set and increase their sales.

For more information or to pre-register contact [events@smallbusinessinformation.ca](mailto:events@smallbusinessinformation.ca)

### **Finding the Fit and Providing the Fix: Closing the Sale**

Tuesday February 7, 2012

6:30-8:30 pm

Price: \$10

**The Root Community Emporium**

Description: Learn the “Signature Sales Laws” that will help you identify the unique part of your business that FITs your customer and deliver exactly what FIXes their needs. Learn an easy, “no-pressure” technique that you can use every day with every customer to make more sales and build stronger relationships. It won’t even feel like you’re selling.

### **“Maximize Your Online Marketing Efforts”**

Internet Marketing and Social Media by Harley Rivet and Mike Klein

Monday February 13, 2012

9:00 -12:00 pm

Cost: \$20

Lloydminster Economic Development Office, Lloydminster

Seminar Requirement: Laptop

Description: Learn how to choose online tactics and tools appropriate for your audience as well as the five most important components to an effective website.

### **Customers Drive You Nuts: Dealing with Difficult and Annoying Customers**

Tuesday February 28, 2012

6:30- 8:30 pm

Price: \$10

The Root Community Emporium

