

Small Business Conference Preparing for the Post Recession Boom

Now is the time to begin preparing for the post recession upswing!

Hosted by the Belvidere Area Chamber of Commerce and Northern IL SCORE,
counselors to small businesses in Northern Illinois.

Wednesday August 4, 2010

7:30 am to 10:00 am

Belvidere Township at 8200 Fairgrounds Road

4 Key Business Topics plus 2 Success Stories from Local Businesses

Why Every Business Should Have a Business Plan

Businesses with a well thought out business plan have a significantly higher long term success rate than those that do not. Learn the major components of a business plan including the description of the business, marketing plan, financial analysis, and supplemental information.

Using Your Web Presence to Draw Customers to Your Business

In today's world, having a web site is not enough. Your web presence needs to attract customers to your business and make it easy for them to engage with you. We'll cover some tips and provide suggestions on how you can strengthen your position with your customers, while keeping tabs on your competition at the same time.

Selling After the Recession

How are customers buying practices changing? Learn the importance of open ended questions, open ended probing and confirming what you heard.

Controlling Company Cash

If you are experiencing cash shortfall, problems with customer credit, difficulty paying taxes, but showing a profit, this presentation is for you. Learn how to handle cash flow, control credit and accounts receivable, inventory, fixed expenses and customer terms, as well as job cost control and employee productivity.

SCORE[®]
Counselors to America's Small Business

Belvidere Area
Chamber of Commerce
Serving Boone County Since 1915

**Register for only \$15 at the Belvidere Area Chamber by calling
815-544-4357 (FAX 815-547-7654). Continental Breakfast is
included!**

Payment must accompany registration. Send check by mail, call in, or return FAX this flyer with credit card details.

Full Name On Card : _____ CC#: _____

CVV: _____ EXP DATE: _____