



**Small Business Development Center
Bucknell University**

Helping businesses start, grow, and prosper.

**David Burns, Consultant
presents**

**Out with the Old, In with the New - *How to Change Unproductive Behaviors*
3/13/12, 9am – noon, SBDC Business Education Center**

If your New Year's resolutions have already been forgotten, and you would like to get back on track, this seminar is for you. Changing unproductive habits and behaviors (personal or professional) requires more than just wishing for a change, it requires five concrete steps to make change happen.

In this seminar you will learn –

- Why you need to change your thinking
- How to quickly learn the “new” skills
- How your fans and “friends” influence you
- How to create a new default future
- How changing your environment can change your behavior

Don't waste another day hoping for a change, attend this seminar and discover the steps you can take right now to make it happen.

Professional Etiquette – Dining, Dress and Communication Skills for Success
How to Stand Out in the Crowded Business World (David will be joined by other speakers at this event)
5/22/12, 10:30am – 1:30pm, Country Cupboard Restaurant

Good or bad, habits create powerful effects on our lives. Negative professional habits make it difficult to create a good impression, add maximum value to your organization, or communicate effectively. Simply stated, poor habits hinder your ability to prosper.

Whatever your situation, positive new habits can be developed that will help you be more powerful, confident, and effective while doing your job or running a business. These habits will allow you to stand out in the crowded business world.

In this seminar you will learn to create positive professional habits in three areas:

Personal Attributes

Integrity, self-motivation, appearance . . .

Workplace Know-how

Task management, handling challenges, raising your own bar . . .

Communication Skills

Listening well, dealing with “jerks,” “trigger” words, and more

Whether you are a business owner who wants your company to stand above the competition or an employee looking for ways to stand out in the company you work for, this seminar is for you.



Make It Easy For Them to Buy – *Communicating for Better Results in Tough Times* **6/21/12, 9am – noon, SBDC Business Education Center**

Hard economic times force everyone to do more with less. Both businesses and consumers are more cautious than ever about where and how they spend their money. To thrive in tough economic times, you need to set your business apart from the competition. Improving communication, both internally with employees and externally with customers, is a free (or at least very inexpensive) way to do that.

Employees with clear expectations are happier, do better work, are more loyal, and, most important, treat your customers better. Customers that are treated well feel appreciated, are happier, buy more often, are more loyal, and tell everyone they know how wonderful it is to do business with your company. This powerful, no-cost, word-of-mouth marketing is critically important when every dollar counts.

You may not be able to change your product, and you probably don't have lots of extra money for advertising. But it costs you little or nothing to improve your employees' communication skills. These improved skills will WOW your customers (both internal and external), making it easy and pleasant for them to do business with you, bringing them back for more.

In this seminar participants will learn to –

- Create communication clarity (with both employees and customers)
- Use customer focused wording
- Solve problems faster by listening more effectively
- Avoid “trigger” words
- Turn features into benefits
- Up-sell effortlessly
- . . . and much more!

Set Your Business Apart . . . *One Customer at a Time* **10/4/12, 9am – noon, SBDC Business Education Center**

Because customers are more conscious than ever about where they spend their money, good customer service just isn't good enough. You must stand out in the crowd if you want to bring more business your way.

In this training you will discover techniques to make the most of every single customer interaction, techniques that will bring them in, make it easy for them to buy, and bring them (and their friends) back for more.

You will learn to identify your business and industry gaps - the barriers that keep potential customers from turning into real customers. You will also learn to apply your new insights to improve both your marketing and customer service efforts, effectively bridging your gaps to bring in (and keep) more business.

In this three-hour training you will learn -

- How to use the “NFV Formula” to grow your business
- Four ways to get honest information about your business and industry “gaps”
- How to “bridge the gaps” to get and keep more business
- How to respond to customer feedback
- How to use customer-focused wording
- To ask customer-focused questions
- How to create an army of marketers for your business...and much more!



Registration is required. Complete the application today!

I plan to attend

_____ “Out with the Old, In with the New” *How to change unproductive behaviors*
March 13, 2012, 9am – noon, SBDC Business Education Center, Lewisburg

The fee is \$35. Includes one year (12 issues) subscription (value \$10) to Inc. magazine.

_____ “Professional Etiquette-Dining, Dress and Communication Skills for Success.” *How to stand out in the crowded business world.* David will be joined by other speakers at this event.
May 22, 2012, 10:30am – 1:30pm, Country Cupboard Restaurant

The fee is \$40. Includes lunch and one year (12 issues) subscription (value \$10) to Inc. magazine.

_____ “Make it Easy for Them to Buy” *Communicating for better results in tough times*
June 21, 2012, 9am – noon, SBDC Business Education Center

The fee is \$35. Includes one year (12 issues) subscription (value \$10) to Inc. magazine.

_____ “Set Your Business Apart” *One customer at a time*
October 4, 2012, 9am – noon, SBDC Business Education Center

The fee is \$35. Includes one year (12 issues) subscription (value \$10) to Inc. magazine.

Register online at <http://www.bucknell.edu/script/sbdc/seminars.asp>, or by calling (570)577-1249, or email SBDC@bucknell.edu. Remit a check for the seminar fees payable to Bucknell SBDC and mail to 112 Dana Engineering, Lewisburg, PA 17837.

Name _____ Business _____
Address _____
City, State, Zip _____ Phone _____ Cell _____
Email _____

Please check all that apply:

_____ Business Owner _____ SBA Loan Recipient _____ SBDC Client _____ Male _____ Female
_____ Veteran _____ Disabled _____ Minority Person _____ Unemployed _____ Student

Add to SBDC mailing list? _____ Yes _____ No

All SBDC programs are non-discriminatory and open to the public. Reasonable arrangements for persons with disabilities will be made, if requested at least two weeks in advance. Please contact Shelley Gadoury at (570)577-1249





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**BUCKNELL SMALL BUSINESS DEVELOPMENT CENTER
An accredited affiliate of a
national network of
Small Business Development Centers**

The Bucknell SBDC was created in 1978 and is located in the Dana Engineering building on the university campus.

The purpose of the SBDC is to serve as an educational research resource for small businesses. We help small business owners enhance their knowledge of business management through individual consultations, seminars, and pre-business workshops. We also help small businesses obtain data and analysis that are generally unobtainable to them on their own.

With the exception of seminars, the counseling services provided by the SBDC are free. Funding is received from the U.S. Small Business Administration, the Commonwealth of Pennsylvania and Bucknell University.

In addition to SBDC staff consultants, Bucknell faculty and staff along with student interns are used to provide counseling services for small businesses.

Areas of assistance provided by the SBDC include:

- Accounting and recordkeeping
- Applied engineering services
- Business startup procedures
- Business plan development
- Financial analysis
- Human resources
- Marketing and sales

Request free and confidential consulting at <http://www.bucknell.edu/x8148.xml>.
View the complete seminar schedule at <http://www.bucknell.edu/script/sbdc/seminars.asp>

Bucknell SBDC Staff

Steve Stumbris: Interim Director
Maureen Hauck: Assistant Director, Business Consulting
Judy Christ: Administrator, Education & Finance
Shane Cohen: Manager, Engineering Development Services
Brenda Holdren: Business Analyst
Shelley Gadoury: Office Assistant

Co-sponsors of the Bucknell SBDC business education programs include the Commonwealth of PA; Brush Valley, Central PA, Greater Susquehanna Valley, Middlecreek Valley and Perry County Chambers of Commerce; Watsontown Area Business Association (WABA); The Daily Item and Standard-Journal; and Inc. magazine.

