

Growing Rural Businesses



ENTREPRENEURIAL Certificate Program

Montgomery County

This comprehensive, practical training in the finer points of growing a thriving rural business is brought to you by Wichita State University's Center for Entrepreneurship's staff of experts in running businesses. In a dynamic collaborative environment, facilitators provide content and lead group discussions that provide insights about rural business challenges and the strategies to solve them effectively.

**Thursdays,
Sept. 10 – Oct. 29
5:30 to 8:30 p.m.**

\$295 for all 8 sessions

Training Locations:

Sept. 10 – Oct. 1

Fab Lab

2564 Brookside Dr.

Independence, KS

Oct. 8 – Oct. 29

Coffeyville

Community College

Coffeyville, KS

Early Bird Discount
Save \$25
Register by Aug. 14th

Attendance Rebates Available

Montgomery County Entrepreneurial Training Seminar Line-up

- 1. Entrepreneurial Mindset for Small Businesses • September 10**
Assessing your entrepreneurial spirit; building a business concept statement and vision.
- 2. Customer Discovery: The Roadmap to a Successful Marketing Plan • September 17**
Applying market research/market segmentation.
- 3. Marketing: The Power of Telling Your Story • September 24**
How this drives success on Google resulting in profitable customer action.
- 4. Basic Sales Techniques and Practices for Selling • October 1**
Selling the concept and the keys of making a sale, identifying a potential customer.
- 5. Practical Legal Issues • October 8**
Improving vendor relationships, negotiations, and contracts for positive (win/win) outcomes.
- 6. Creating Value for Your Customers • October 15**
Customer service/consumer behavior, exceeding customer needs before, during and after.
- 7. Keeping a Financial Focus • October 22**
Monitoring critical numbers and financial control systems of your business.
- 8. Bringing it All Together: Developing an Effective Niche Strategy • October 29**
Competitive advantage in the marketplace.

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Enrollment is limited, register online at:
fablabicc.org

PARTNERS:



Sponsored locally by Montgomery County E-Community and Innovative Business Resource Center