

SMALL BUSINESS LEARNING SESSIONS



NEW SESSIONS ADDED TO OUR SEASON FOR APRIL, 2011!

REGISTER NOW AT: www.canadabusiness.ab.ca/sessions

THURSDAY, APRIL 7

2:30-4:00 pm

\$15 incl. GST

HOW TO BREAK THE RULES AND CLOSE MORE SALES

Working in sales is not without its challenges. There is an alternative to help you break through sales barriers. Find out why prospects 'go into hiding' or you feel pressured to lower your price. This session will help you:

- Discover how the traditional sales model works against you or your team and how you can protect yourself
- Learn an easy-to-learn, repeatable and systematic sales approach that's effective for breaking down trust barriers

Presenter: Chad Banman – MadDog Sales & Marketing Inc.

TUESDAY, APRIL 19

9:00-11:00 am

\$10 incl. GST

INCOME TAX BASICS FOR SOLE PROPRIETORS & PARTNERSHIPS

This session provides basic income tax information for the small business owner that is either a sole proprietorship or a partnership. Topics include:

- Record keeping – what records should you keep and for how long
- Reporting income
- Business expenses, current or capital
- Motor vehicle expenses

Presenter: Canada Revenue Agency

TUESDAY, APRIL 19

12:00-1:30 pm

\$15 incl. GST

MAKE MORE MONEY BY PARTNERING WITH OTHER BUSINESSES

You don't need to re-invent the wheel or spend a ton of cash to build your business. Everything you're looking for – clients, products, services, equipment, facilities, technology, skills, money, time – already exists and is owned by someone else. Why not simply partner with others so that you both can gain? You will be surprised to learn how easily you can create win-win results. In this interactive and engaging session you will:

- Learn the 3 parts of a profitable partnership
- Discover what makes a good partner and what to avoid
- Identify partnership opportunities that already exist for your business
- Establish an action plan to boost your profits by partnering

Presenter: Timothy Francis – ModernBusinessOwner.com

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WEDNESDAY, APRIL 20

12:00-4:00 pm

\$50 incl. GST

SMALL BUSINESS ACCOUNTING BROWN BAG WORKSHOP

Ensuring proper accounting records are kept for your small business is an important part of owning a business. You are welcome to bring a lunch for this longer workshop that guides learning on the process of small business accounting, with hands-on exercises facilitated by an experienced instructor. This session will familiarize you with basic accounting terminology, the three of the most common financial statements, and walk you through practice with transactions. Workshop take-aways include:

- Learning methods for keeping receipts and recording business transactions
- Discovering what a ledger is and how to produce monthly statements
- Available resources to help you with tax planning, financing and government regulations

Presenter: Steve Bruns, CMA – MacEwan University

THURSDAY, APRIL 21

6:00-8:00 pm

\$20 incl. GST

HOW TO USE SOCIAL MEDIA FOR BUSINESS

As an entrepreneur, you know opportunities are passing you by every day if you don't have a plan for social media. It's not too late to jump into the social media game – especially with a leading expert to show you exactly how it's done. This session is perfect for beginners, intermediate and advanced users alike.

In this session, you will discover:

- A simple yet effective system for networking
- How to connect and build a loyal following online
- The social shift in consumers' buying decisions and how to gain a big advantage
- Why perceptions of authority matter most and how to position yourself

Presenter: Jeff Schneider – Marketing Ninjas

**** SPECIAL EVENT ****

**THURSDAY, APRIL 21 is "INNOVATION DAY"
Edmonton and Calgary only**

In celebration of World Intellectual Property Day on April 26, **The Business Link** will be hosting an afternoon of **FREE** 1-hour presentations on: Intellectual Property Basics, How to Commercialize Your Idea, Connecting to Innovation Resources, and Pitching Your Business. Call **The Business Link** at **1 800 272-9675** for details or visit www.canadabusiness.ab.ca/events.