



## Small Business Success Conference

*Build your solid foundation for growth!*

## RPCN Small Business Success Conference

April 7, 2015

Monroe Community College

### Schedule and Descriptions

Time	Activity	Track 1	Track 2	Track 3
7:30–8:15	Arrival			
8:15–9:15	Keynote Address		Words of Inspiration from a Successful Consultant – Bruce Katcher	
9:15–10:15	Session 1	Setting Up and Managing a “Virtual” Office – Jerry Seward	Marketing Business Services: How to Match Your Unique Selling Proposition with Customer Need – Jean Kase	How to Expand Small Service Businesses into New Areas – Dick Blazey
10:15–10:30	Exhibition & Coffee			
10:30–11:30	Session 2	The Business Plan: Its Purpose, How to Write One, and How It Should Guide Strategy Over Time – Doug Mabon	Marketing Essentials: Positioning Your Practice, Building Awareness and Reputation, and Using Social (and Other) Media – Laurie Enos	Three Pillars of Business Success – Thomas Biviano
11:30–12:30	Lunch & Exhibition			
12:30–1:30	Session 3	Finance for New Small Businesses: Getting Finance, Keeping Records, Bookkeeping and Insurance – Leslie Bamann and Mary Anne Burkhart	Lead Generation: Identifying and Qualifying New Leads and Networking to Turn Leads into Clients – Bob Manard	Improving Customer Project Outcomes: Defining and Measuring Success – Kate Washington
1:30–1:45	Exhibition & Coffee			
1:45–2:45	Session 4	Financial and Retirement Planning for the Business Owner – Paula Rogala	Highly Effective Proposals and How to Write Them – Mary Sperr	Great Consulting Service, But Who Needs It? (How to Interview Potential Clients About Your Value) – Bob Lurz
2:45–3:00	Exhibition & Coffee			
3:00–4:00	Session 5	Setting Pricing and Fees – Ram Dhurjaty	Getting Clients to “Yes”: The Skills and Psychology You Need to Close the Sale – Tracy Jong	Case Studies: Panel Discussion with Three Successful Solo Consultants – Tracey Aiello, Lori Cohen, Beth Sears
4:00–4:30	Closing		RPCN: An Organization by and for Consultants – Dave Bassett	

[www.rochesterconsultants.org](http://www.rochesterconsultants.org) or [www.rpcnconference.com](http://www.rpcnconference.com)

## 2015 RPCN Conference – Presentation Descriptions

### **Marketing Business Services: How to Match Your Unique Selling Proposition with Customer Need – Jean Kase**

Consultants, freelancers, and other service providers love their work. Too often, they neglect building a pipeline of qualified marketing leads to translate into profitable contracts. Learn marketing basics to help you solve this problem and increase revenues.

### **Setting Up and Managing a “Virtual” Office – Jerry Seward**

Small business entrepreneurs often have the ability to work from a “virtual” office. We’ll examine many free and low-cost resources to keep your startup and ongoing costs to a minimum, while still being efficient, capable and flexible.

### **How to Expand Small Service Businesses into New Areas – Dick Blazey**

Frequently a consultant will come across business opportunities that he/she can’t handle alone. The opportunity may be too big or it may require skills that the consultant doesn’t have. Learn what you can do.

### **The Business Plan: Its Purpose, How to Write One, and How It Should Guide Strategy Over Time – Doug Mabon**

Prepare a business plan that serves you well; one that draws from a resourceful, supportive community that encourages you.

### **Marketing Essentials: Positioning Your Practice, Building Awareness and Reputation, and Using Social (and Other) Media – Laurie Enos**

Learn the basic areas of marketing that will get your small business moving in the right direction.

### **Three Pillars of Business Success – Thomas Biviano**

Many businesses do not focus on the fundamentals. If done well, success is more likely. If not, failure looms. This talk will explore the three fundamental business pillars and their implications for success and failure.

### **Finance for New Small Businesses: Getting Finance, Keeping Records, Bookkeeping and Insurance – Leslie Bamann and Mary Anne Burkhart**

Learn all about the basic requirements for obtaining financing to get your firm up and running, and tips on how to keep your finances well organized for both tax purposes and monitoring your firm’s progress toward profitability.

### **Lead Generation: Identifying and Qualifying New Leads and Networking to Turn Leads into Clients – Bob Manard**

You will leave with multiple strategies to identify and qualify new leads and for transforming leads into clients, and also how to maximize the effectiveness of your networking.

### **Improving Customer Project Outcomes: Defining and Measuring Success – Kate Washington**

This workshop will help entrepreneurs identify and frame customer project objectives as well as manage expectations and deliver exceptional results.

### **Financial and Retirement Planning for the Business Owner – Paula Rogala**

Successful business owners know there are many potential and lasting rewards to be realized from long-term financial planning. This presentation will help you define your business and personal financial objectives, and provide concrete advice on how to achieve them.

### **Highly Effective Proposals and How to Write Them – Mary Sperr**

This workshop will cover the key components of a well-written proposal including responding to RFPs and using templates.

### **Great Consulting Service, But Who Needs It? (How to Interview Potential Clients About Your Value) – Bob Lurz**

Often, we start practices based upon our value assumptions – but do prospective clients agree? Without asking, your practice can fail. Watch role-plays and learn how to interview prospects about your value: “Ask, don’t sell.”

### **Setting Pricing and Fees – Ram Dhurjaty**

This talk focuses on the value of services, to a client, and its effect on setting of fees. Strategies for setting fees will be discussed and a live example will be illustrated.

### **Getting Clients to “Yes”: The Skills and Psychology You Need to Close the Sale – Tracy Jong**

How potential clients view the initial consultation and buying experience motivates them to hire you and creates confidence in your ability to serve those new clients.

### **Case Studies: Panel Discussion with Three Successful Solo Consultants**

#### **– Tracey Aiello, Lori Cohen, Beth Sears**

Three successful consultants – and RPCN members – share tips and advice from their experiences as solo entrepreneurs.