

## BREAKOUTS

### YOUR BUSINESS IQ

- Your business plan - why you need one, how to use it to grow your business strategically and profitably.
- Know when to stay the course and when to seek strategic partners to meet your goals and stay focused on profit.

### EXPANSION PLANS

- Human resource is a strategy; how to hire human capital without breaking the bank and straying from your business plan.
- Adapting your organization needs as you grow benefit programs.
- Understanding and selecting the programs that are right for your company.
- Training programs for your team.

### FINANCING FOR GROWTH

- Identify the sources of funding, if you match their business model and how to negotiate a deal (what is the give and take of each one).
- Seeking investors...they are in the business of investing...so how do you determine if you are right for each other.
- Understanding the various components of managing your business from bookkeeping to balance sheets, cash flow to income statements.

### PRICING FOR SUCCESS IN CHANGING ECONOMY

#### PROFESSIONAL SERVICE BASED BUSINESSES

- \* Establish a value for what you do and the services you provide.
- \* Determine what your customer needs and how to get them to engage your services.
- \* Master the people side of the business...to get the business.

#### PRODUCT BASED BUSINESSES

- \* How to create a pricing formula to market to a variety of customer channels for maximum profitability.

### SALES... THE REVENUE SIDE OF BUSINESS

- Defining your sales goals and creating an action plan to achieve them.
- Understanding your target customers business model and how to align it with yours for a win-win solution (know your competition, what do you have to do to get their business).

### MARKETING MIX — A RECIPE FOR SUCCESS

- Define your product (service) by what makes it unique, what makes it valuable to your target audience, how are you (or can you be) different than the competition.
- Brand your product or your business (whether it is a service or a product, it defines your business); it's not just a logo but a message about your company.
- Defining your marketing plan to support your business plan and obtain your sales goals (the who, what, where and how of selling your products).

### CREATING BUZZ

- PR – cost effective ways to increase both revenue and profit
- Affiliate or sponsorship marketing and how it can work for you
- Social media as a marketing tool for strategic growth...it's about business

### YOUR COMPANY WEB SITE — A LOOK INTO THE SOUL OF YOUR BUSINESS

- Value your company web site...it is how business is done.
- Internet marketing and communication best practices to grow your business.
- E-Commerce - is it a viable sales channel for you? What you need to know and do.
- Revenue streams before technology feeds.

### 'ME' MANAGEMENT

- Putting yourself first – care and sustenance of the business woman

### BUSINESS LAW

- Plan for your exit strategy...and your retirement.

**ADVISORS**

- Business advisory board – creating an executive management team to guide you and your business.
- Business and life coaches – one-on-one guidance to help you stay on point with what's important to you – defining your needs to get the best match.

**SOCIAL NETWORKING – BRING YOUR LAPTOP/NOTEBOOK**

- So you have an account on Facebook, Twitter, LinkedIn, Plaxo... Now what?

**INDIVIDUAL CONSULTING  
½ HOUR APPOINTMENTS  
CONSULTING PRE-REGISTRATION REQUIRED**

Participant must bring professional materials and presentations to participate with consultants and to be evaluated.

1. Meeting with investors to discuss structuring a licensing deal or a strategic partnership (T Bar analysis of what each have to offer and how to pay for it).
2. Meeting with a group of VC's, angels and outside investors to provide insight on preparing your business for an investor presentation.
3. Meet with a State of NJ representative to learn how to become certified as a woman owned business and submit your application at the event.
4. You are certified as a women owned business. Now what? How to procure government contracts.
5. Your first employee...are you prepared? (HR, training, management guidelines, etc).
6. General business growth consulting.
7. Creating a sales plan for growth in tough times.

**PITCH COACHING/CONTEST**

- Do you want to create a business introduction that people remember?
- Do you need to develop a sales or fund-raising pitch that sparks interest?
- Do you want to be ready with a strong pitch for whenever you need it?

If you answered "YES" to any of these questions, sign up for a 15 minute coaching session with pitch experts.

The "Pitch" is one of the most important elements in creating a strong business image. It is the basis for introducing your company whether you are at a networking event, meeting with a potential client, trying to establish the foundation for strategic partnerships or fund raising. In a short amount of time, the pitch establishes what your company is, what it does and why the person with whom you are speaking should care. Come ready with your 3 minute pitch and get immediate expert feedback.

One presenter will be selected to give her pitch to a sizeable group of non-traditional and traditional funders at the 3rd Annual Institute for Entrepreneurial Leadership Business Plan Competition Awards Luncheon in Newark on March 31, 2010.