



Rogue Community College

BUSINESS DEVELOPMENT CENTER

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Course focuses on street-smart marketing and sales solutions

Two new classes promoting business success are being offered by the Rogue Community College Business Development Center in October.

“Effective, Efficient Sales Solutions,” a course designed to help business owners sell their products or services, will be offered from 9 a.m. to 4 p.m. Oct. 17 at the BDC, 214 SW Fourth St., Grants Pass. The class focuses on understanding and reaching prospective customers for each unique business. Participants will receive in-depth information on successful strategies for selling the benefits of business, which include initial contact, qualifying customers, closing the sale, follow up, and obtaining references. Larry West will lead the class. Tuition is \$99.

“Street-Smart Marketing for the Real World” helps business owners answer the question: “Am I taking my business in the right direction?” Offered at the Illinois Valley Business Entrepreneurial Center in Kerby, the class will meet from 6 to 9 p.m. Mondays and Wednesdays, Oct. 19-28. The course is a combination of classroom lecture and roundtable discussions to help participants examine their marketing efforts and steer a course for a more successful business. Learn to successfully use the marketing process, strategies and attitude; build and implement a marketing plan; measure results; and determine the best advertising methods.

The instructor is Dave Tally. Tuition is \$215. The IVBEC located in the Kerby Belt Building, 24353 Redwood Hwy. The same class will be offered in Grants Pass in December.

Pre-registration is required by noon two working days before the class to avoid cancellation. Enrollment is limited. Register on-line, at any RCC registration site, or call the SBDC at 956-7494 for telephone pre-registration or further information.

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The Small Business Development Center is partially funded by the U.S. Small Business Administration. SBA's funding is not an endorsement of any products, opinions or services. All SBA funded programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for persons with disabilities will be made if requested in advance. Contact RCC Business Development Center, 214 SW Fourth Street, Grants Pass, 956-7494 to make arrangements.

