Gain marketing, sales and customer service skills

Learn ways to improve your business by enrolling in a Rogue Community College Small Business Development Center series on marketing, sales, and customer service.

Classes start in January. Enroll in individual modules, or call to learn about saving money by enrolling in several options.

- “Marketing Roundtable — Street Smart Marketing for the Real World,” 6-8:30 p.m. Mondays, Jan. 12 through Feb. 23. Examine your existing and proposed marketing efforts and set yourself on the course for a more successful business. Learn to define your dreams and mission; successfully use the marketing process, strategies and attitude; build and implement a marketing plan; measure results; and determine the advertising methods that will best promote your business. Instructor: David Tally. Tuition: $165.


- “Providing Outstanding Customer Service; Delivering Superb Customer Service — Part II,” 6-9 p.m. Tuesdays, March 3 through 17. Learn to utilize an advanced form of customer service, “Deep Support”, to satisfy emerging markets that may be the next economic opportunity awaiting entrepreneurs. Instructor: Greg Bassett. Tuition: $159.

- “Effective, Efficient Sales Solutions,” 6-8:30 p.m. Mondays, March 2–16. Learn successful strategies for selling the benefits of your business, including initial contact, qualifying your customer, closing the sale, follow-up, and obtaining references. Instructor: Larry West. Tuition: $129.

All classes will be held at the RCC Small Business Development Center, 214 S.W. Fourth St., Grants Pass. 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 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 Small Business Development Center, 214 SW Fourth Street, Grants Pass, 956-7494 to make arrangements.