



A Marketing Workshop for Small Business

# I Marketing Money Customers Profits

Date:	October 20, 2011
Location:	Roanoke County Administration Complex, 4th Floor Conference Room #420 5204 Bernard Drive Roanoke, Virginia
Time:	9:00 AM to 11:00 AM
Cost:	FREE—Advanced Registration Required at <a href="http://www.vastartup.org">www.vastartup.org</a> or call 276-676-3768

Are you having trouble marketing your business, connecting and retaining customers or just plain stuck in business neutral?

Come join us for this 2-hour workshop and discover how to get more customers, make more sales, slash marketing and advertising costs, and increase profits.

Topics Include:

- *How to develop a marketing plan*
- *Do's and Don'ts of advertising*
- *Customer service for sales growth and retention*
- *Channels to market/promote your business*
- *Marketing research tips*

Marketing + Increased Sales = Profits!

Presented by



Virginia   
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**VIRGINIA DEPARTMENT OF BUSINESS ASSISTANCE**  
*Connecting Businesses with Resources*

# Attention County of Roanoke Business Owners....

[www.vastartup.org](http://www.vastartup.org)



Each and every day, Virginia agencies buy goods and services from private firms. This \$5 billion market is a must for small business owners, and/or woman owned, and/or minority owned businesses.

## ADVANCED REGISTRATION REQUIRED

The workshop is **FREE** but advanced registration is required at [www.vastartup.org](http://www.vastartup.org) or call Sandy Ratliff at the Virginia Dept. of Business Assistance at 276-676-3768.

## Bring your wireless laptop!

If you would like to get registered on eVA or learn how to run reports, bring your laptop. Wireless internet is available.

### Who should attend:

- If you need help building sales and do not know where to turn next?
- Existing eVA users who want to navigate the system to find new opportunities.
- Looking for marketing intelligence.

# DOING BUSINESS WITH THE COMMONWEALTH: NAVIGATING & TARGETING



Thursday, October 20, 2011  
1:00 p.m.—3:00 p.m.



This is your opportunity to:

- ◇ Get your business out of business neutral
- ◇ Explore the potential to selling to state government markets
- ◇ Selling to the private sector
- ◇ Learn how to match your business to customer needs
- ◇ Get hands-on training navigating and targeting eVA

### Topics Include:

- Accessing new markets/sales growth/ getting new customers in state government markets.
- How to sell to the state, registering on eVA and get SWAM certified.
- Where to find procurement opportunities/ bids.
- How to run reports to determine product/ service markets, agency targets, competitions sales activity, and identify private sector markets.



### LOCATION

**Roanoke County Administration Complex**  
**4th Floor Conference Room**  
**5204 Bernard Drive**  
**Roanoke, VA 24018**

**Register at [www.vastartup.org](http://www.vastartup.org)**

