

ZIONS BANK® BUSINESS RESOURCE CENTER

Business Success Academy Workshops

See our online calendar at: www.zionsbank.com/brcworkshops

(Scheduled June through December 2015)

Smart StartUp™ Workshop

If you are a new entrepreneur or are thinking about starting a business, this workshop is for you!

In this two-hour workshop, you will receive the tools to:

- Determine if your business idea is viable
- Do market research, breakeven analysis and competitive investigation
- Prepare a Unique Value Proposition
- Understand types of legal structures
- Identify key resource partners
- Create a funding plan

This workshop is typically offered once a month.

- **Dates:** Wednesday, July 29; Thursday, August 20; Wednesday, September 30;
Wednesday, October 28; Tuesday, December 8th
- **Time:** 11:00 a.m. to 1:00 p.m.
- **Cost:** Complimentary -but you must register to reserve a space
- **Place:** Zions Bank, [Business Resource Center](#), 800 W. Main Street, 6th Floor, Boise, ID
- **Parking:** Eastman Garage or other downtown garages
- **Registration:** Email ldresources@zionsbank.com or call 208-501-7450 to reserve your seat
- **Seating:** Limited to 18

The workshop, "Smart StartUp™", is offered for informational purposes only, and should not be construed as legal or other professional advice. Consult with an attorney or other professional concerning your own needs and circumstances. The views and opinions expressed by the speaker are not necessarily those of Zions Bank®, its parent or affiliates.

ZIONS BANK® BUSINESS RESOURCE CENTER

Inside Secrets to Funding Your Business™

Find out how to get the financing you need to launch or expand your business. This workshop offers in-depth discussion and review of how to obtain funds for acquisitions, start-up, expansion and working capital. Strong emphasis placed on financial statement analysis, projections, cash flow, and successfully presenting your request to a lender.

This workshop will cover:

- How to prepare, read and analyze your business financial statements
- How to prepare a loan package and pitch your request to a lender
- How lenders determine a loan decision and what you can do about it!

This workshop is typically offered once per month.

- **Dates:** Wednesday, July 8th; Thursday, August 12; Wednesday, September 16; Thursday, October 15; Wednesday, December 2nd
- **Time:** 11:00 a.m. to 1:00 p.m.
- **Cost:** Complimentary -but you must register to reserve a space
- **Place:** Zions Bank, [Business Resource Center](#), 800 W. Main Street, 6th Floor, Boise, ID
- **Parking:** Eastman Garage or other downtown garages
- **Registration:** Email ldresources@zionsbank.com or call 208-501-7450 to reserve your seat.
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Money-Making Marketing™: How to Reach, Keep and Grow Your Customer Base

Are you frustrated by a lack of customers or clients? Is marketing a mystery to you? Find out how to create a strategic marketing plan and implement low-cost or no-cost tactics for your business.

This workshop will:

- Define branding and its relevance to revenues
- Describe the difference between marketing strategy and tactics
- Provide resources to develop a marketing plan for your business
- Explain how marketing, public relations, sales, and customer service work together to build and sustain the success of your brand
- Provide an overview of marketing tools including websites, social media, newsletters and more

This workshop is typically offered once per month.

- **Dates:** Wednesday, August 5th; Wednesday, October 7;
Thursday, November 5th; Thursday, December 17th
- **Time:** 11:00 a.m. to 1:00 p.m.
- **Cost:** Complimentary -but you must register to reserve a space
- **Place:** Zions Bank, [Business Resource Center](#), 800 W. Main Street, 6th Floor, Boise, ID
- **Parking:** Eastman Garage or other downtown garages
- **Registration:** Email jdresources@zionsbank.com or call 208-501-7450 to reserve your seat
- **Seating:** Limited to 18

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LinkedIn® Strategies: Managing Your Brand

Learn how to build and manage your personal and business brand by connecting and commenting on LinkedIn®. This two-hour workshop provides an in-depth discussion of online networking and how to establish your reputation as a thought leader and subject matter expert.

This workshop will discuss how to:

- Create professional profile
- Make the right connections
- Research, join and participate in groups
- Post updates, comments and articles
- Utilize this platform to grow your business

This workshop is typically offered once per month.

- Dates:** Tuesday, July 21; Tuesday, August 18; Thursday, September 17;
Wednesday, October 14; Tuesday, November 17; Wednesday, December 16
- Time:** 11:00 a.m. to 1:00 p.m.
- Cost:** Complimentary -but you must register to reserve a space
- Place:** Zions Bank, [Business Resource Center](#), 800 W. Main Street, 6th Floor, Boise, ID
- Parking:** Eastman Garage or other downtown garages
- Registration:** Email ldresources@zionsbank.com or call 208-501-7450 to reserve your seat
- Seating:** Limited to 18
- Laptop:** Bring your laptop or mobile device to get online

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Sales Strategies: Delivering a Profitable Presentation™

Selling your products or services doesn't just happen. It takes focus on the right principles and practices. This workshop will concentrate on the development and delivery of an effective sales presentation and a sales plan to compel your target market to buy from you.

In this workshop, you will learn to:

- Identify what selling *really* is
- Develop a sales strategy and a process
- Articulate your value proposition in a 30 second "commercial"
- Utilize a question based approach and closing techniques to win business

This workshop is typically offered once a month.

Dates:	Wednesday, July 1 st ; Thursday, August 13; Wednesday, September 23; Thursday, October 29
Time:	11:00 a.m. to 1:00 p.m.
Cost:	Complimentary- but you must register to reserve a space
Place:	Zions Bank, Business Resource Center , 800 W. Main Street, 6 th Floor, Boise, ID
Parking:	Eastman Garage or other downtown garages
Registration:	Email ldresources@zionsbank.com or call 208-501-7450 to reserve your seat
Seating:	Limited to 18

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