



## **bigGROWTH**strategies for Small Business

All businesses start small. Why is it that some businesses are more successful than others? How do they increase revenues while maintaining profit margins? Capitalizing on growth opportunities is crucial to the success of a business. This program will enable you to lead your clients through a growth planning process, helping their businesses achieve their true potential.

*Acadia Centre for  
Social & Business  
Entrepreneurship*

**ACSBE**



## big**GROWTH**strategies for Small Business

*Businesses that plan for success are well positioned to take advantage of new opportunities. Yet, in today's business climate, characterized by rapid change and intense competition, small business owners and managers seldom have the resources available to capitalize on growth opportunities. Faced with challenges that include high costs of sales, low margins, new product launches that fail to meet expectations, and lost sales to competitors, small businesses often miss out on significant revenue opportunities.*

*As a Business Development Professional you can help your clients gain a better understanding of the processes successful organizations use to attract new customers, increase market share, improve margins, successfully launch new products and more effectively target financial and human resources. Participants will gain an understanding of the attributes of successful business growth and learn how to plan for success.*

*The aim of this two-day session is enable business development professionals to lead their clients through a growth planning process, helping their businesses achieve their true potential.*

### **The session will cover:**

- Understanding Barriers to Growth
- The Importance of Clear Vision
- Defining your Target Market and Unique Selling Point
- Measuring the Return on your Investment in Marketing
- Defining your Sales Cycle
- Achieving Customer Loyalty
- Evaluating opportunities for Growth
- Launching New Products and Services
- The Role of the Entrepreneur
- Entrepreneurial Ventures vs. Small Businesses

### **Who Should Attend**

Business Development Professionals (counsellors, consultants, and advisors, who work with small business clients to develop, maintain, and expand their businesses).

### **Benefits of Attending**

- Develop a thorough understanding of processes successful business use to grow revenues
- Better analyze clients' business and marketing plans
- Identify problem areas and approaches toward a solution

### **Tim Alison, Workshop Leader**

Tim Alison is an experienced Small Business Coach, Entrepreneur, Public Speaker and ACSBE Associate. He is best known as the founder and president of Maritrain Limited (1988-2006), a Meteghan based e-learning company that generated more than \$10,000,000 in sales. Tim is the author of *Life with an Ocean View: Creating Success and Happiness Away from the Rat Race* (Icon Publishing 2003). Tim is a frequent public speaker and welcomes the opportunity to share his experiences while challenging audiences to re-evaluate how they define success. He has a special appreciation for fellow entrepreneurs and for individuals and organizations that promote entrepreneurship and community economic development. He also enjoys working with and meeting youth. Tim can be reached at 902-769-7168 or [timalison@eastlink.ca](mailto:timalison@eastlink.ca).

Participants will be engaged in an interactive learning environment and will be given the opportunity to apply the theory taught in the workshop through individual and group case studies. All participants will receive a toolbox of resources and will develop skills with practical and immediate application for everyday use with their clients.

*For more information: 1-866-654-4499, 902-585-1476, [andy.horsnell@acadiu.ca](mailto:andy.horsnell@acadiu.ca), [www.acsbe.com](http://www.acsbe.com)*