

Main Campus

Basic QuickBooks for Small Business

Participants will begin using QuickBooks accounting software as soon as they arrive. By the end of the session, they will have a business checking account and budget ready to use. See how you, the business owner or prospective business owner, can minimize your daily accounting tasks and maximize financial control of your business.

8/14/13 6-9 W

Microsoft Office Suite 2013 for Your Small Business

This seminar is practical and fast paced. This quick course is designed to upgrade your knowledge and skills in the applications and use of Microsoft Office 2013. Participants will get a basic understanding of some of the new options in Microsoft Office 2013- Word, Excel, Access and PowerPoint.

8/20/13 6-9 T

How to Use Social Media to Promote Your Small Business

Learn the basics and etiquette of social networking for your small business. Explore how to leverage social networks to help grow your business while reducing your marketing costs. Discover the benefits, disadvantages, and tricks of the major social networks (Facebook, Twitter, and LinkedIn).

9/12/13 6-9 Th

Understanding and Working With Different Ages and Generations

Different age groups and generations have their own characteristics. Knowing what they are can help you increase business, improve customer service, and boost productivity, employee morale and your bottom line. We'll listen to some of the music of each generation as we discuss the unique talents, struggles, motivators and defining events of each -Millennials, 33 and under; Gen-Xers, 33-53; Baby boomers, 53-70; and Traditionalists, 70-91.

10/29/13 1-4 T

Dealing with Difficult People, Employees, Customers, and Coworkers

They ask for special treatment, take up your time and test your patience. Learn to communicate more effectively with customers, employees and others to decrease misunderstandings de-escalate conflicts and reduce your own stress. Identify different personality types and learn strategies to communicate most effectively with each.

10/29/13 6-9 T

The ABC's Of Small Business Cash Flow Management

According to the SBA, over 80% of small businesses do not manage their cash flow on a daily, weekly, or monthly basis! Within a small business - cash and managing cash - is king. Cash flow is the pulse of your company, and managing it effectively often means the difference between success and failure.

In this seminar, the "ABC's" of managing cash flow will be discussed. Making use of readily available software programs, when to use and not to use an accounting or bookkeeping service, and the pros and cons of doing it yourself when managing the company finances.

11/7/13 6-9 Th

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11/19/13 6-9 T

SMALL BUSINESS RESOURCES SUMMIT

Come participate in this resource summit November 21st on BCC's Main Campus! See how you, the business owner or prospective business owner, can maximize your business by learning more about free/nominal cost resources at the county, state, and national level. Breakout sessions and keynote speakers will be on hand for this informative event. MARK YOUR CALENDARS NOW! More information to come!

11/21/13 12-6 Th

Leland Center

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8/22/13 6-9 Th

Veteran Entrepreneurship Programs by the SBA

Veteran business succeed at a far higher rate than those started by non-veteran entrepreneurs. The SBA has been tasked with providing our nation's veterans (and their current spouses and widows) with detailed program information on the availability of special benefits they may be eligible for when starting or growing their small business. Military veterans with an honorable discharge can receive startup lending assistance with the Patriot Express loan program. For veterans seeking to purchase and occupy commercial real estate property, the SBA 504 program also has unique veterans benefit provisions. Interested in doing business with the federal government? SBA contracting programs provide small business set aside program opportunities. Take advantage of your veteran (or spousal) benefits to work by considering an SBA program that might be right for you if you are seeking to become a small business owner.

9/12/13 1-4 Th

How to Increase Your Credit Score to Over 740 Points; Prepare for a Bank Loan

An excellent credit score is now considered to be 740 points or higher. Should you have one credit card or four? Should you pay off your balances every month or carry a balance? Should you carry a credit card even though you have not used it in years? The answers to these questions may surprise you when it comes to increasing your credit score. Now more than ever, having good credit is important in being able to obtain a personal or business loan. Your credit score is also important in determining the interest rate of your loans, your insurance premiums and deposits required for phone and utility services. As of October 1, 2005, every adult in North Carolina has been able to receive a free credit report from each of the three credit reporting bureaus. Do you understand these reports and how to read them? In this three-hour seminar we will discuss the history of credit scoring, how to read a credit report and what factors are used in calculating your FICO or Beacon score. You will learn the legal tricks credit bureaus do not reveal on how to raise your score simply by the way you use your credit cards, treat inquiries, make your payments and carry balances. This seminar will also include information about the importance of maintaining good credit and the positive financial consequences it produces. Using several proven methods, your credit score could increase by 50-100 points or more within 60 days. Make plans to attend now!

9/12/13 6-9 Th

The Experience of a Lifetime, Customer Service That Works

When you're offering your time, energy or money for a service or product don't you want *the experience of a lifetime*? Mediocre and bad customer service is so normal now that we all want something great; something extraordinary! Offering outstanding customer service can be difficult in today's marketplace. Tough customers, managers saying, "Do more with less!" and tired co-workers are all difficult handle. But, the key is to understand that by offering great service you can deal with the difficult people more professionally, work more efficiently and get along with co-workers more effectively.

In "The Experience of a Lifetime," you will learn:

How to understand that everyone is a customer

Why difficult people can be good customers

When you should let a customer "just vent"

The Moments of Truth

The 7/11 Rule: The 11 perceptions customers create in the first 7 seconds after they meet you

How to read customers

How to anticipate customer problems

How to communicate effectively with displeased customers

How to create a simple communications plan for crises

When customer service should go "The Extra Mile"

"The Experience of a Lifetime," can prove that offering great service isn't impossible!

9/25/13 9-12 W

Exploring Entrepreneurship Series-

This series utilizes the NC REAL (Rural Entrepreneurship Through Action Learning) curriculum to examine and learn more about entrepreneurship through interaction, assessments, and activities. Participants will identify opportunities, organize enterprises to seize opportunities and assume risks to examine entrepreneurship. Goal setting will be a part of this curriculum. What is REAL Entrepreneurship-REAL is a program that helps interested individuals grow through hands-on entrepreneurship education. REAL prepares participants to be active, self-sufficient and productive citizens. Gaining the knowledge and confidence from learning to run a business allows entrepreneurs to contribute to community and economic development. Topics covered include: Self-Assessment, Business Structure/Feasibility, Business Simulation, Marketing Operations, Pricing, Financials, and More Financials! Business Plan, Presentations, and Graduation. In order to obtain a certificate of completion, participants must complete: How To Start a Business; How To Write a Business Plan; How to Finance Your Small Business; How to Conduct Market Research and Marketing Techniques, Record Keeping and Taxes for the Small Business.

9/30/13-10/30/13 1-4 M&W

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10/08/13 6-9 T

How to Really Do Business with the Government

How to properly register to do business with the Federal government, "The only customer you will ever need". Please plan on attending to find out how and why?

10/15/13 1-4 T

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11/20/13 6-9 W

South Brunswick Islands

50 Home Based Businesses for Start Up Entrepreneurs or A Second Career

Did you know that over 25% of all small businesses are also home based businesses? This course is designed to provide start up entrepreneurs with the flexibility they seek in career options by exploring the availability of a home based small business career. Offered by the US Small Business Administration, topics will include developing the key processes of a home based business such as the startup requirements in North Carolina; the business plan; the marketing plan; the financial plan; and how to obtain alternative lending for your home based small business. An online E-book download link will be provided for participants of this seminar!

8/22/13 6-9 Th

How to Really Do Business with the Government

How to properly register to do business with the Federal government, "The only customer you will ever need". Please plan on attending to find out how and why?

9/26/13 1-4 Th

Be Free from Debt's Hold; Start a Small Business or.....

Have you ever thought of being your own boss and starting a small business? Perhaps you have another dream but your debt is out of control and preventing your dream from becoming a reality. Now is the time to learn how to **"Be Free from Debt's Hold....."** How would you like to pay off all your consumer debt, credit cards, car payments, and loans? How would you like to know the exact month and year you could be out of debt, legally and without a tax liability? **Now** is the time to start living a better life; a life without debt. In this three-hour seminar, you will learn a simple yet effective method to start the process of making yourself **debt free!** You will also learn about the shams and "quick fixes" that should be avoided and how to properly and legally deal with creditors. Bring a list of your debts with balances and monthly payments and learn how to develop your own debt elimination plan that can be implemented immediately into your lifestyle. You will learn how to control debt, instead of allowing debt to control you! Before you apply for a business loan, consider making that next large purchase or accept a new credit card, take the time to attend this life-changing seminar. **Bring a calculator! "The Worse Place You Can Ever Live Is Beyond Your Means!"**

9/26/13 6-9 Th

Thriving In a Down Economy

We are still in the middle of a severe financial crisis and its lasting effects may be with us for years to come. This is the "new normal" the media talks about. It DOES NOT have to be that way. To proactively meet these challenging economic headwinds, this course provides two main themes: (a) developing a strategic business and marketing plan to capitalize on the opportunities in your market and your industry and (b) complimenting your existing product and service lines with other revenue streams. This seminar will provide ways to enhance your marketing and outreach effectiveness, lower your operational costs, more effectively engage and leverage your customers to help grow your business, take advantage of low cost or no cost technologies to market to customers and prospects, and successfully build your brand equity through leveraged word of mouth advertising. Case studies of real world small business success stories will be discussed and examined.

10/22/13 11-2 T