

The Art Of Negotiating

Thomas Patrick

Saturday, April 25, 2009 • 8:30 a.m. - 11:30 a.m.

Wayne Learning Center, Room 161

Fee: No Charge

Is not everything in life a negotiation? Negotiation concepts apply to all of our dealings whether seeking a raise or new job, buying a car, relating to other persons, dealing with the IRS, or contracting with customers, clients, and suppliers. Why be unprepared and uncertain? Learn to identify opportunities for negotiations and to develop and apply negotiations consistent with a basic win-win philosophy. Become familiar with negotiation phases, guidelines, techniques, and tools that will help you be more confident and successful. This powerful seminar addresses valuable skills and strategies. Learn how to read the other party more effectively, learn the art of guiding a conversation, and how to close the deal. This is an exciting interactive seminar for all and great for entrepreneurs.

Pricing Your Products or Services

Thomas Patrick

Tuesday, April 28, 2009 • 6:00 p.m. - 9:00 p.m.

Walnut Building, Room 101 • Fee: No Charge

How do you know if the price is right for your products or services? How do you determine what a product or service is worth to the customer? What are some alternative pricing strategies that will work best for the bottom line, break even, and planned growth of your business? In this seminar, you study how to improve your business by identifying internal factors, and external market factors to consider in setting your pricing, and how to read your data analyses. Learn how much to charge using a few strategies to generate profits and be competitive. Come prepared. Bring your calculator, paper, and pens.

Writing Safer Communications

Kim Keller, APR

Wednesday, May 6, 2009 • 1:30 p.m. - 4:30 p.m.

Walnut Building, Room 101 • Fee: No Charge

How can good communication go bad? Words are power. There are words that end up in court, fighting words, repeating of negative words, or phrases that put people on the defensive. Do you use safe writing basics? Do you treat allegations as facts? Do you habitually give your opinion? This seminar provides an opportunity for you to learn what bad documents are, their legal implications, and how to reduce the risk of bad documents. You will learn how to close open loops and write in chunks, share information, examine alternatives to written communication, and use safer e-mail techniques thereby avoiding e-mail horror stories, and other infamous examples of bad communication.

**To register or for
more information,
call 919-735-5151,
ext. 334.**

Wayne Community College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate degrees. Contact the Commission at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 with questions about this college's accreditation.

Wayne Community College is an Equal Opportunity/Affirmative Action college and accommodates the needs of individuals with disabilities.
Students Right-To-Know: Information regarding the persistence rate of enrolled students toward graduation is available in the Office of Admissions and Records.

THE BUSINESS AND
INDUSTRY CENTER
OF WAYNE
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AND
THE WAYNE
COUNTY CHAMBER OF
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SEMINARS
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Start & Grow Your Business

With Expert Advice & A Loan

Microenterprise Loan Partnership, Vu Donie

Mondays, January 12 - March 16, 2009

6:00 p.m. - 8:00 p.m.

Tuesdays, March 31 - June 2, 2009

6:00 p.m. - 8:00 p.m.

Walnut Building, Room 101 • Fee: No Charge

Got a good idea, product or service for a business? All you need is a little help to turn your idea into a growing enterprise. The N.C. Microenterprise Loan Program, sponsored by the N.C. Rural Economic Development Center, can give you that help. The program is now the sixth largest of its kind in the country. This nationally acclaimed loan program provides promising entrepreneurs the money you need to start new businesses and to grow existing small businesses. Each 9-week course combines financing with training and advice. You can expect help developing a business plan, on-going group support, local technical assistance, and one-on-one counseling. Loans of up to \$25,000 are available.

How To Start A Business

Harry Overby

Tuesday, January 13, 2009 • 6:00 p.m. - 9:00 p.m.

Walnut Building, Room 101 • Fee: No Charge

Starting your own business may seem like an overwhelming task but it's really not so hard if you take it step by step. This workshop is an in-depth walk through the mechanics of developing a business concept, feasibility, licensing, and the written plan, plus the financial projections by line item. This seminar is a must for those planning to start their own business.

Develop A Business Plan That Works For You

Jess McLamb

Tuesday, January 27, 2009 • 6:00 p.m. - 9:00 p.m.

Walnut Building, Room 101 • Fee: No Charge

Do you have a need to write a business plan? Whether you are starting a business, growing an existing business or applying for a loan, you will need a business plan. Your business plan is the key to your success because it acts as a road map for operating a business. In this important program, Jess McLamb shares the ingredients for writing a winning business plan.

Time Management For Champions

Mike Collins

Tuesday, February 17, 2009 • 9:00 a.m. - 12:00 p.m.

Walnut Building, Room 101 • Fee: No Charge

Do you have enough time? Would you like to get a grip on where your time goes, how to get more done in the time you have and STILL HAVE TIME FOR YOURSELF? Attending "Time Management For Champions" will show you how to get the most out of your time. The program shows you how to better handle the tasks, people and stuff in life that effect your time. The program will include understanding how much time you really have, planning on purpose and planning with purpose, setting and tracking priorities, timelines and deadlines: how to do three things at once, what to do in times of crisis and conflict, how to handle the information avalanche, and getting it done and having a life.

EZ Marketing: Low-Cost Ways To Promote Your Business

Mike Collins

Tuesday, February 17, 2009 • 6:00 p.m. - 9:00 p.m.

Walnut Building, Room 101 • Fee: No Charge

Want some inexpensive, easy-to-use ideas for growing your business? How about 50 ways to grab new customers, reinforce relationships with current customers and pique the interest of customers you don't even know about? Marketing is undergoing a revolution. Entrepreneurs are using big business strategies like targeted ads, letters and phone calls to reach potential customers. They are looking to manufacturers and suppliers for more help and using tactics that range from flyers and brochures to open houses and sales open only to special customers. Let "EZ Marketing" help you create a low-cost marketing plan for your business.

Basic Bookkeeping & Taxes For Small Business

Jess McLamb

Tuesday, March 17, 2009 • 6:00 p.m. - 9:00 p.m.

Walnut Building, Room 101 • Fee: No Charge

Do you know your product or service upside down and backwards, but the numbers just drive you up a wall? This seminar will help you understand the difference between cash basis and accrual basis of accounting and single versus double-entry bookkeeping. We'll talk about calculating and recording payroll taxes and sales tax. You'll become familiar with those financial terms that confuse you but that accountants love to use, and you'll get hands-on experience in preparing financial statements, including cash flow, income and expense statements and balance sheets.