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Your Business.

Dec. 18, 2019

Be a Better Small Business Advisor: Implementing Marketing Skills to Expand Your Business.

How do you go about acquiring additional business? Do you add to your client/customer base; do you sell more and/or different products and services; do you add value to and thus charge more for existing products and services? All of these types of changes require marketing efforts. In this session we will explore a variety of tools and resources you can use to expand your own business and to help your clients expand their businesses as well.

Panelists:

- Jean Caragher
- Brian Swanson
- Irene Valverde

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