



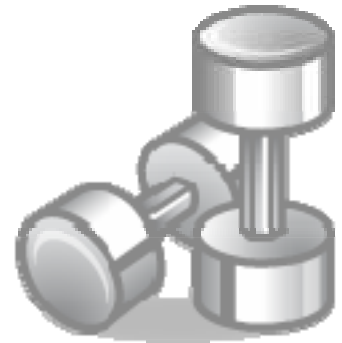
SMALL BUSINESS CERTIFICATE PROGRAM

Develop your business strengths! 7 Modules to Exercise Your Business Knowledge!

The Small Business Certificate Program offers you a number of key benefits. The program can be a valuable recruitment tool for employers as well as increase retention as employees value on-the-job learning opportunities. Tangible results will be found in increased sales, higher revenues, improved levels of customer service and more accurate business forecasting.

Employees who participate in the program will feel more valued, be more motivated and committed to their employers and will see opportunities for advancement within their organizations. Employees' ability to think critically and strategically will be strengthened allowing them to make informed decisions and improve overall productivity.

Take the modules in compact 4-hour sessions face-to-face, or on-line to fit into your busy schedule. The certificate program is ideal for business owners as well as managers looking to acquire the skills necessary to grow their business.



1. Customer Service

This module is designed to help your members provide superior customer service and satisfaction. Participants will learn how to build long-term customer relationships for repeat business, dealing with difficult people and how to overcome barriers to customer satisfaction.

2. Financial Management

This module introduces participants to the fundamentals of financial management. Basic accounting concepts and terms, tracking business transactions and using universal accounting tools will be discussed in-depth. Course activities also cover the use of cash-flow statements, income statements, balance sheets and shareholder equity. Participants will also learn the value of creating and enforcing budgets by analyzing financial statements, setting objectives and monitoring performance.

3. Sales Management

This module teaches participants the fundamentals of sales team management. They will learn how to be successful sales managers, build team-work and trust as well as how to train sales professionals, set performance standards and conduct performance evaluations. The program will also cover such topics as motivating sales team members, implementing compensation practices and improving substandard performance. This is an excellent program for employers looking to build a successful, dynamic sales team.

4. Project Management

This module teaches the basics of project management and covers all aspects of project development. Topics will include: identifying project teams, setting goals, objectives and activities, as well as project dynamics such as activity analysis, project scheduling, budgeting network diagrams, Gantt charts, CPM scheduling and activity duration compression. Optimizing project activities, estimating costs and controlling project changes are also important components in successful project management.

5. Risk-Taking

This module introduces participants to the principles of business finance and risk. Participants will learn how to identify types of investment risks, calculate risks and analyze the results. Topics will include calculating the future and present values of individual cash-flows, ordinary annuities due, perpetuities and investments with uneven cash-flow. Participants will also learn the time/value of money and use compounding and discounting methods to calculate the future and present value of money.

6. Recruitment

Finding top-quality people for an organization is getting more difficult in today's economic environment. This module is full of helpful tips on how to develop a recruiting plan and tapping in to labour sources that will yield the best performers. Potential candidates are also looking for the best employers to work for and this module will also introduce participants to the value of employee retention. 10 key principles of retention will be examined as well as the cost of turn-over and re-training. Participants will develop their own plan for employee retention after a review of their current performance.

7. Delegation

The ability to thoughtfully delegate tasks involves four major functions: planning, organizing, motivating and controlling outcomes. This module will explore each of these functions and more. Suited to front-line and mid-level management, this program will examine how to take the time to match tasks with employees' special skill sets and how to communicate effectively with staff to maximize productivity. Participants will learn the important management skills required to successfully delegate and how to help employees develop, grow and become more responsible.

****All modules for only \$1195.00 (+GST)****

**For more information on the Small Business Certificate Program,
please contact the Greater Langley Chamber of Commerce:**

**604-530-6656 ~ info@langleychamber.com
www.langleychamber.com**