

FOR RELEASE: IMMEDIATE

Mailed Sept. 16, 1986

YOUNGSTOWN, Ohio - Youngstown State University's Office of Continuing Education will offer a variety of three-hour seminars, especially designed for individuals buying, selling, starting or owning a small business, from 6-9 p.m. Mondays, Metro Plex Centre, Belmont Avenue.

"Understanding Yourself and Others: For Small Business Owners and Managers" on Sept. 22 will teach the four different behavioral styles and how they influence behavior. Roger Herman, president of Herman Associates, Rittman, will present this seminar.

On Sept. 29, "Developing a Business Plan" will cover setting objective sales estimation, position evaluation, market opportunity analysis, product and service evaluation, financial documentation and ways to raise capital. The presenter will be Joseph A. Langworthy of Herman Associates.

"Buying and Selling a Small Business" will be a two-session seminar on Oct. 6 and 13. It will cover the buying and selling of any type of small business enterprise. Discussion will include "start" versus "buy" decisions, skill assessment, discovering opportunities, use of professionals, evaluation of business, negotiations and finances. William Green of Herman Associates will present both sessions.

On Oct. 20, "Promoting Your Business" will assist participants in analyzing promotional alternatives and maximizing free publicity. Participants will receive a kit that includes a media planner, advertising manual, "The Shoestring Marketer," and a promotional evaluation form. The presenter will be David Bruce, founder of Worthington Publications, Ltd.

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"Starting and Operating a Home-Based Business" on Oct. 27 will help participants decide if this opportunity is right for them. It will cover developing a business plan, managing business, laws that affect business, and understanding business finance. Joyce Hocking, an instructor at the Wayne County Schools' Career Center, will present the seminar.

On Nov. 3, "Productive Customer Relations" will help participants learn the importance of developing a strong company image through customer relations. Roger Herman will be presenter.

"Problem Solving and Decision Making" on Nov. 17 will present a practical guide to easier, low-risk decision-making techniques that reduce management stress. Dr. Chaim B. Weissman of Herman Associates will be instructor.

For a free brochure containing fee information, call the YSU Office of Continuing Education at (216) 742-3358.

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YOUNGSTOWN, Ohio - Sales professionals will notice a positive difference in performance and sales after taking one or more of the three-hour seminars offered by the Youngstown State University Office of Continuing Education at Metro Plex Centre, Belmont Avenue. They will be held from 9 a.m.-noon on Tuesdays.

"Best Seller Sales Training" is a two-session seminar on Sept. 30 and Oct. 7. Participants will learn Ron Willingham's famous six-step selling system; how to identify customers' needs and wants; how to overcome negative customer response; how to warm-up "cold" customers, and how to present your product so positively that a successful close is virtually guaranteed.

"Listening Styles" on Oct. 14, will teach how to maintain positive control in communications with clients. Participants will learn to increase flexibility in their listening habits, recognize obstacles and become active listeners.

Ronald G. Booker of Herman Associates, Rittman, will present these sessions.

On October 21, "Managing Time, Priorities, and Paperwork" will teach how to set priorities through qualifying customers, scheduling time efficiently and organizing paperwork.

Robert McElwee, assistant dean of Wayne College, Orville, will present this seminar.

Discounts are available for individuals who register at least 14 days before the seminar. For a free brochure including fee and registration information, call the YSU Office of Continuing Education at (216) 742-3358.

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