

# SCORE

## South Sound / Tacoma

Join Us for this SCORE Workshop for Entrepreneurs and Small Businesses!

### "Successfully Marketing your Business"

#### When

Tuesday, April 23, 2019 from 9:00 AM to 12:00 PM PDT

#### Where

**Thurston Economic Development Office**  
4220 6th Avenue SE  
Lacey, WA 98503

**Registration Fee \$50**

You've developed a wonderful new product or service. Great! But you have nagging doubts. Have you priced it right? Is the packaging appealing? Are the distribution strategies going to provide sufficient sales? How will you find customers, or they find your product or service? If you have any of these questions, you need to take this workshop!

#### Description

This half-day workshop will give you the skills you need to successfully marketing your product or service and accomplish the following objectives:

- Be able to identify customers and their needs
- Determine the correct pricing, packaging, and distribution of your product
- Create a promotional plan for your business
- Be able to sell your product
- Be able to get your business online

Marketing is about making people aware of your business and getting them to buy your product or service. In this workshop, we will help you make the right choices when pricing your product or service and making sure the product offerings and packaging are attractive to your customers. Then we will help you choose the distribution method that gets your product or service in front of your customers.

We will then walk you through the different choices you have to promote and advertise your product or service and show you how to make a marketing promotional plan. Because many businesses personally sell their products, we also cover how to do face-to-face selling of your product or service. Finally, we'll show you how get your business online with a website with ways that your customers can find it!

#### Contact

**Steve Hager: Class Questions** [steven.hager@scorevolunteer.org](mailto:steven.hager@scorevolunteer.org)

**Hannah De Dios: Registration & Payment** [Hannah.dedios@scorevolunteer.org](mailto:Hannah.dedios@scorevolunteer.org)

#### Presenters



##### Steve Hager

Steve Hager has been active in SCORE since 2013 as a mentor and instructor of business classes. He currently serves as Chairperson of the South Sound Tacoma Chapter. His career was in technology manufacturing with an educational background in engineering and business. Steve held roles as Factory Operations Manager for HP, Director of Operations for a "Semicon" design firm and CEO of an SMB focused IT firm.



##### Jeff Freedman

Jeff Freedman graduated from Oregon State University in 1978, with a degree in Business Administration-Finance Concentration. Jeff has worked for several large companies until 1995 when he started his own business dealing with commercial dispute resolution. In 1999, Jeff and his brother purchased a very small mom-and-pop retail appliance store in Seattle with four employees. Jeff's responsibilities included finance and marketing. He retired in 2015, leaving the store to his brother and son. Jeff joined SCORE immediately thereafter; specializing in small business mentoring with a focus again on finance, marketing and business operations.