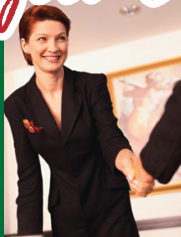


**FREE**

# Business Workshops

*Register today!*

## *Good Employees...*



### **are Your Best Investment!**

Hiring is a big commitment and responsibility, this workshop will cover the importance of Human Resources and the affects it has on your business. Learn the steps needed in hiring personnel and the forms required by law; tips on checking background and testing; performing performance reviews; dealing with independent contractors...and most importantly learn to keep employees by starting off on the right foot!

**Thursday, July 24<sup>th</sup> • 6pm - 9pm**

## *Customer Service...*

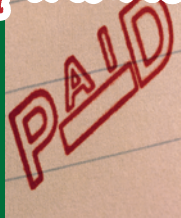


### **to Keep your Customers Coming Back!**

Let's face it, you need customers to stay in business! Customer service is your business' ability to supply or meet your customer's wants and needs. This workshop will cover topics on creating a customer service culture; the value of customer loyalty; telephone etiquette; dealing with difficult customers; and how to teach your employees to have great customer service. Remember it costs five times more to gain a customer than to keep an old one!

**Thursday, September 25<sup>th</sup> • 6pm - 9pm**

## *Financial Management...*



### **is Critical to the Success of your Business!**

As a business owner, while you may have an accountant or bookkeeper, it is ultimately your responsibility to monitor the business' finances. This workshop will provide a financial management overview, covering several key issues in a way that will enable you, the business owner, to implement these methods immediately.

**Wednesday, October 29<sup>th</sup> • 6pm - 9pm**

## *Get Online...*



### **Having a Website Can Increase Visibility and Revenue!**

In 2007 it was estimated that retail e-commerce sales were over \$67 Billion Dollars... Why not make your business an E-Business and introduce it to the world?! Making your business a dotcom makes it available to your customers 24/7, locally and globally. But building your website shouldn't be the only thing you're thinking about; it's just as important in making your business stand out and differ from the rest. Take your business online and gain valuable insight into the world of E-commerce.

**Wednesday, November 19<sup>th</sup> • 6pm - 9pm**

**Register online at [www.cacapital.org](http://www.cacapital.org) or call (916) 442-1729**

Presented by:



**Class location:  
5025 J Street, Suite 120, Sacramento, CA 95819**

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