



Customized Service Measurable Results

Dan Harvey

Business Consultant

c

COURSE OUTLINE: "PLANNING FOR PROFIT" (AVCC-Fall 2018)

1. PRIMING YOUR BUSINESS FOR SUCCESS
2. STRATEGIC POSITIONING FOR SUCCESS
3. MARKETING FUNDAMENTALS
4. PRICING FOR PROFIT
5. SUCCESSFUL SELLING TECHNIQUES
6. STRATEGIC PLANNING FOR GROWTH: HOW TO PREPARE A STRATEGIC PLAN
7. BUSINESS PLANS: WHAT THEY ARE & HOW TO COMPLETE AND USE ONE

(40 CLASSROOM HOURS)