



TAKETHE NEXT STEP TO  
GROWING YOUR BUSINESS TODAY!

# The Proven Way to Increase Profit & Growth!

## STERLING SMALL BUSINESS BLUEPRINT

Thursday, March 18 & Tuesday, April 13: State College of Florida Manatee-Sarasota, Lakewood Ranch Campus

As businesses grow, they need access to business best practices they can easily adapt and use for greater profitability and growth. The Florida Sterling Council has created the Sterling Small Business Blueprint, which is a tool that provides information, models, and coaching to help Florida's small businesses survive today and thrive tomorrow.

### The Sterling Small Business Blueprint tool enables companies to:

- Increase profitability and growth in sales
- Identify strengths and improvement areas based on business best practices
- Improve relationships with customers and employees
- Improve sales and marketing
- Access and use templates and models for business planning, as well as customer and employee surveys

Thursday, March 18, 2010 • 8:00 am- 5:00 pm

Workshop # 1 Building the Business Profile

Workshop # 2 Building the Foundation

Tuesday, April 13, 2010 • 7:30 am- 4:30 pm

Workshop # 3 Building the Work Environment

Workshop # 4 Building the Business Improvement Plan

\$497.50 - Registration Fee (package valued at \$995)

(Above is the rate if approved by Workforce Florida. You must fill out the appropriate paper work to qualify by February 12, 2010.)

• Two people per workshop from each business

\* The Florida Chamber of Commerce & Workforce Florida support this initiative.

### WHAT PEOPLE ARE SAYING:

"We used the Sterling Blueprint Customer Feedback tool and in return received targeted, amazing feedback from clients. Because of this feedback, we changed our marketing strategy and saw immediate results.

-JOHN MEDINA, *President of Greenways of America*

"The Small Business Blueprint gave life to our mission and vision statements. They are not just words on a web site or above a doorway somewhere, we actually take them and use them as a tool to make our business more cohesive."

-WILLIAM DICKERSON, *President of Dickerson Landscaping*

"We used the PDSA (Plan, Do, Study, Act) —in the first week it increased on-time reporting by nearly 100 percent, which resulted in higher revenues."

-KAREN MOORE, *CEO & Founder of Moore Consulting Group*



CALL OR GO ONLINE TO REGISTER TODAY • (850) 922-5316 • [www.floridasterling.com](http://www.floridasterling.com)