

American Institute of Management, Inc.
News Article

NONPAREIL *online*
The Daily Nonpareil, Council Bluffs, Iowa

02/20/2008

Small business training offers some big ideas

Sunshine Dalton , Staff writer

Advanced Business Clinics, sponsored by Treynor State Bank, is providing business owners with practical information and techniques they can incorporate into present routines to make an immediate impact and help take their business to the next level.

The clinics are divided into three key areas, including Sales Management and Selling Skills, Small Business and Leadership training.

According to Kristine Plunkett, vice president of operations for the Council Bluffs Area Chamber of Commerce, this is the most encompassing small business training series to come to Council Bluffs.

"We helped subsidize the cost to offer a discount for our members," Plunkett said. "It helps them get some training to advance business growth and development."

Organized by the chamber, the seminars take place at TS Bank Solutions Center, 1745 Madison Ave., in the Hy-Vee Plaza.

The cost to attend all three series for non-members is \$1,170, and Chamber members pay only \$325. The clinics are available at per session prices as well.

The Sales Management series presented by DEI Management Systems Central began meeting in January and is scheduled to continue Wednesday, Feb. 27. Topics will include appointment making and improving face-to-face prospecting skills.

"The focus of all the prospecting is actually setting up appointments with dates and times to try to do business in various markets," said Jeanine Aspen of DEA. "We are very specific. We help with the words, the data and looking at markets."

Telephone skills will be covered on Wednesday, March 12, and interviewing skills will be the topic on Wednesday, March 19. The cost of registration for this series is \$210 for members and \$540 for nonmembers.

"It's getting in front of enough new opportunities to become successful," Aspen said.

American Institute of Management (AIM) is presenting the instructional series focusing on Small Businesses.

"Our main focus is helping businesses grow," said Michelle Hill, spokesperson for AIM.

This course is recommended for businesses with anywhere from five to 500 employees. It began Feb. 15, and guests learned to focus on the future and prioritize the most important aspects of their business.

For a \$140 member or \$360 non-member fee, the training continues on Friday, May 16, with "creating your playbook."

Entrepreneurs will be walked through the fundamentals of creating policies, procedures and systems to increase productivity.

American Institute of Management, Inc.

News Article

"It's like a playbook for your employees," Hill said. "It lets them know how to move forward without having to come to you. It helps them be more successful and build confidence."

Having documented systems in place reduces miscommunication and helps in the training process.

On Friday, August 15, employers could learn how to address difficult employees, increase productivity and reduce unacceptable performance.

"Part of that is getting everyone on the same page," Hill said. "This issue can impact morale and spiral in a variety of directions. Your customers may have to feel that strain."

The session will help establish clear performance expectations and create a culture within the company that rewards high performance.

The final Small Business session scheduled for Friday, Nov. 14, will cover sales techniques and cost effective marketing.

The Leadership Clinic runs the first Tuesday of the month during April, May and June.

"They can expect to be fully involved and engaged and to walk away with a greater understanding of themselves as a leader," said facilitator Carol Horner.

For a \$105 member or a \$270 nonmember registration fee businessmen and women will learn about leadership styles, situational leadership and adaptability.

"You have to be able to adapt to a certain situation," Horner said. "For leaders, it is an opportunity to take a step back. For prospective leaders it is the start on a great foot."

Guests will discover the type of leader they want to be and increase their understanding of the skills of influence through a Disc work style assessment and action plans.

For more information or to register, contact the Council Bluffs Chamber at 325-1000 or go online to councilbluffsiowa.com.