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The Basics of Selling Workshop to be held in Newport

Newport- Incubator without Walls (iWOW) is offering a 1 ½ hour workshop on basic selling techniques. The course will be offered on Wednesday, July 15th from 8 am – 9:30 am at the Hebard Building in Newport. The workshop will be taught by John Mandeville, Director of the Incubator Without Walls program.

Sales and selling is the life blood of any business but how many small business owners and managers and even sales people really understand the sales process? This workshop will cover the basics behind successful selling techniques whether your business is selling widgets or services. The seminar is designed for Northeast Kingdom businesses that are interested in improving their financial positions by securing more business more consistently.

Registration is necessary as space is limited. The registration fee is \$25 for each workshop in the series. Register for the workshop online at www.vtsbdc.org or e-mail Heather Gonyaw at hgonyaw@vtsbdc.org. For more information, contact iWOW Director, John Mandeville at (802) 626-4867 or john.mandeville@lyndonstate.edu.

IWoW is a project funded by a USDA Rural Business Enterprise Grant (RBEG) awarded to Lyndon State College that will help the Newport-Derby area grow new businesses and respond to the changing economic climate. The RGEG project will help businesses identify the most effective ways to respond to the addition of big box stores in the area and other challenges. The total cost of the project is \$322,059. Lyndon State, Vermont Small Business Development Center and collaborative partners will contribute a total of \$59,695 towards the project, in addition to the grant.



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