



Mind Your Business Cumberland Workshop Series

Expand your knowledge on many topics to help improve your business and accelerate growth.

All workshops will be offered both through Zoom Meetings and in person across Cumberland County. To sign up for a workshop visit: www.facebook.com/mindyourbusinesscumberland

Small Business Week Workshops

Adapting the 2020 Holiday Shopping Season | Tuesday October 20, 2020 from 6:00pm—7:30pm

This year's holiday shopping season will not look the same as previous years. This workshop will address how to adapt your marketing plan, in store shopping experience, and how to implement e-commerce to maximize your sales this season amid COVID-19.

Social Selling Reinvented | Friday October 23, 2020 from 9:00am—11:00am

A salesperson's ability to leverage social media to their advantage has never been more important than it is right now. This webinar aims to help salespeople grow their performance on social media and provide them with meaningful steps to take their social selling performance to the next level.

Supper Workshops

Client Retention | Thursday November 12, 2020 from 5:30pm—7:00pm

In these strange times, how do you retain and do more business with existing clients and how will this help attract new clients?

Transitioning your Business | Thursday November 26, 2020 from 5:30pm—7:00pm

Hear from business owners and learn how to adapt and transition your business, whether it be expanding your products or services to reach a broader audience or completely transitioning into a different industry.

