

Successful Winter Workshop To Be Rescheduled

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TOMS RIVER CHAPTER SCORE

SCORE's "Small Business Survival Workshop: How to Start, Re-Start or Expand Your Business" was held on Sunday, Jan 31, at the Quality Inn in Toms River, to an enthusiastic crowd of over thirty business owners and entrepreneurs.

The expectations were many and varied, including how to grow, how to get new clients, how to develop a competitive advantage, how to identify a target market, and more. The attendees unanimously felt that all their challenges had been answered and that the day was well worth the time and the travel over snow-covered roads.

One of the small but valuable tips that business owners were offered was the value in capturing information from your existing customers. "It need not be burdensome. Put a note pad by the phone and each time someone calls ask them how they heard about you," said Marty Aronow, SCORE counselor. In another

discussion, business owners were urged focus on one or two target customer groups rather than try to be all things to all people. According to Tamar Sherer, Ocean County SCORE Chair, "Successful businesses start with a customer, identify his need and work to fill it. To the contrary, mediocre businesses start with a product and look for anyone who is willing to buy it." And Tom Forgione, President of Web Alliance International and a speaker at the workshop, urged that businesses don't rely only on demographics to identify their targets. Psychographics, behaviors that influence buying, is extremely important in today's climate.

Sherer reported that the comments received were terrific. This one was typical: "The seminar was presented very well, and the information was helpful and timely. This was great!" Sherer's favorite was "This was excellent and made me think in ways of business that I never thought of. Thank you!"

- In response to the demand, the Ocean
- County SCORE chapter will reschedule this workshop in the months to come,

and will add several single topic sessions that business owners asked for.

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