

NY SBDC- Small Business Training Program



Are you starting a business? Are you already in business and need an entrepreneurial “tune-up?” The Small Business Training Program is for you. Learn from the experts how to build your idea into a profitable venture.

The training sessions will take place at the Binghamton SBDC Center in the Koffman Incubator at 120 Hawley Street, Binghamton, NY.

Classes will run from 9:00 am to 5:00 pm each Thursday. Both in person and virtual classes are available.

Both sessions are included in the price of \$100.00 plus an online registration fee. An SBDC Certificate of Completion will be awarded at the end of the 2nd session.

This Certificate is a requirement of the Tioga and Otsego County Microenterprise Grant Programs.

When: Thursday, April 24th, 2025 @ 9:00 AM to 5:00 PM

Thursday, May 1st, 2025 @ 9:00 AM to 5:00 PM

Where: Koffman Incubator at 120 Hawley Street, Binghamton, NY

Reserve your seat at:

<https://www.eventbrite.com/e/small-business-training-program-tioga-tickets-1254567528249?aff=oddttdtcreator>

***online registration fee will apply—no cash payments allowed.**



4/24/2025 Basics of Owning your Business

- Learn what it takes to own your own business and to build market share
- Discover how to avoid risks and improve your chances of success
- Evaluate your leadership style and predict your success
- Assess the financial and market feasibility of your business
- Hear a presentation by a local banker on how to finance your business*
- Find out what you need to know from a small business attorney about choosing the right business entity and how to handle other legal issues*
- Learn about market research, marketing strategies, competitive analysis, pricing, and operations. Find out about marketing via the Internet and branding.*

5/1/2025 Managing by the Numbers and Making Essential Decisions

- Discover how to understand and develop financial statements – the key to effective planning, decision-making and profits
- Learn methods to set up and maintain your business records from an accountant*
- Hear a presentation by an insurance agent about the types of coverage you need to protect your business, your family and you *
- Basics of a business plan.
- Learn about hiring employees, dealing with suppliers, planning your inventory and launching your grand opening
- Understand the basics of sales, advertising, networking and customer service
- Work in groups to complete required worksheets

*Dates of the speakers' presentations might change based on their availability.

Only your reservation will ensure your registration, as class size is limited.

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No refunds after classes start.

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Michelle Catan at 607-777-5763.