



ASSOCIATION OF SMALL BUSINESS  
DEVELOPMENT CENTERS



## ANNUAL CONFERENCE

SEPTEMBER 14-17, 2009 • ROSEN SHINGLE CREEK • ORLANDO, FLORIDA



### Profit Mastery Facilitator Certification

8:00 am – 5:30 pm

Sunday and Monday, September 13-14, 2009

Rosen Shingle Creek ♦ Orlando, Florida

*Pre-registration required*

This program is a requirement for the utilization of the **Profit Mastery on DVD** financial education curriculum in a SBDC location. This facilitator certification will be offered September 13 and 14th, 2009 to those registered to attend the ASBDC Annual Conference in Orlando, FL. During this program, attendee's will view video training segments, complete all case study materials and, working with a partner, introduce and facilitate specific sections of the material.

The curriculum is divided into six sections encompassing 9.5 hours of video instruction along with an additional seven hours of coursework including introductory exercises, case studies and wrap-up materials. These activities prepare the counselor to lead subsequent programs with their clients.

#### Counselors who complete this course will be able to help their clients:

1. Understand the critical need to monitor financial position and identify the Seven Steps to Fiscal Fitness.
2. Appreciate the dynamic relationships that exist between the balance sheet and income statement and how their businesses' Financial Operating Cycle can be measured and improved.
3. Use ratios to assess financial performance, compare to industry benchmarks and create a plan to improve profits and cash flow in their business.
4. Understand the impacts of changes in price, volume and costs in their business and how to use Break-even analysis as a powerful profit planning management tool.
5. Understand the difference between profits and cash flow and learn how a business that makes only \$43,000 in profit can borrow and repay \$220,000 in debt that same year.
6. Accurately forecast what financing will be needed to pay for growth and how improved financial management enables less risky, more profitable growth.
7. Enhance their financing relationships and their ability to communicate with bankers and other financing partners.
8. Create goals and action plans to implement positive changes in their financial performance of the business.
9. SBDC counselors who complete the Profit Mastery Facilitator Certification will then be able to provide this financial training to their clients via the Profit Mastery DVD video program. They will operate under a licensing agreement that will enable them to provide the Participants Guide to their clients and generate additional program income for their Center.

**Program costs:** The Profit Mastery Facilitator Certification is \$350 for the two day program and is payable in advance. Participants will be billed direct by **Business Resource Services**. The training is being offered only to counselors whose Centers have purchased the materials and license from Business Resource Services for \$995.

## *Profit Mastery Facilitator Certification*

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**PRE-REGISTRATION BY August 21, 2009 IS REQUIRED.** You must be registered for the ASBDC Annual Conference to attend this program. **To Register:** Click the **Profit Mastery Facilitator Certification** box on the **ASBDC Conference Registration** Form when you register.

Please contact Rod Bristol at Business Resource Services for additional Profit Mastery program information or go to [www.brs-seattle.com/sbdc](http://www.brs-seattle.com/sbdc) for additional details.

*"I consider one of the best professional development training decisions I made is to bring you out to train my staff to be facilitators of your Profit Mastery® seminar program...this is must training for all SBDC counselors and clients."*

Casey Jeszenka – Network Director Pacific Islands SBDC