

Training Videos - WWCFDC Business Excellence Training Program

Name of Video	Presenter	Description	Length
<u>Financial Management Training Videos</u>			
Introduction to Bookkeeping	Tina Heathers	This introductory program explains why you really need to understand your bookkeeping and financial statements. It's not as difficult as you may think. Start by reviewing this simple video	19 min
Financial Statements Part One - The Balance Sheet	Deb Steel	This video will teach you all about the balance sheet and what it reveals about your business. This is critical information for business owners.	20 min
Financial Statements Part Two - The Income Statement	Deb Steel	Understanding and reviewing your income statement every month will give you great insight into what is happening to your business. Don't just rely on the bookkeeper; make sure you can read your financial statements.	17 min
Organizational Structure and Taxes	Deb Steel	There are different ways to set up your business and each has implications to the business income tax you pay. This video will help you to understand your options.	16 min
Sales Forecasting and Cash Flow Projections	Tina Heathers	In this video you will learn how to do sales forecasting and how to prepare your cash flow projections. These are foundational tools for developing your business and critical for any requests for financing.	19 min

Sales & Marketing Training Videos

Excellent Customer Service	Tina Heathers WWCFDC	This video illustrates the skills necessary to provide excellent customer service: positive attitude, identifying customer needs, understanding different personality styles and how to be emotionally prepared for customer service situations.	18 min
Professional Selling Skills	Tina Heathers WWCFDC	In this video you will learn the keys to professional selling. We discuss the obstacles to selling, why people buy, the psychology of selling, basic human needs, the professional sales process and more.	24 min
Prospecting for Sales	Bill Brown - Front Line Business Consulting	Excellent prospecting will save you time and money and help you find the best customers to grow your business. Learn how to be effective with your prospecting and increase your profits.	16 min
Small Business Marketing	Tina Heathers WWCFDC	This video presents the basics of a marketing plan, how to do a sales forecast, and how to make sure you carry your company image through into your daily operations.	14 min
The Art of Networking	Carly O'Brien - The Achievement Center	This presentation discusses the keys to effective networking and how to get started with confidence. We look at the buying cycle, first impressions, body language, building trust and other important networking tips.	15 min
Effective Website Design	Glen Hall - OSIM Interactive	In this video you will learn the keys to a successful website and the common mistakes to avoid.	15min.
Internet Marketing	Glen Hall - OSIM Interactive	This program will help you to understand how to utilize the internet to enhance your marketing plan and build your business.	21 min.
Social Networking in Business	Glen Hall - OSIM Interactive	Social Media is word of mouth. Face book, twitter and blogs are now very common methods of people sharing opinions on purchases. Learn how to use these internet tools to enhance your business marketing.	21min
The Five Elements of a Good Print Ad	Mark Waddell - Publisher of The Booster Magazine	Learn to make the most of your advertising dollars. A good ad can increase business a bad ad is just a waste of money.	10min

Operations Management Videos

How to Write a Business Plan	Bill Brown - Front Line Business Consulting	Not many people actually enjoy writing a business plan but it can be a great tool for business success and is critical if you are looking for financing. This easy to follow video will walk you through the process of creating an effective business plan.	19min
The Effective Organization	Denise Cornfield- Furlong - The Achievement Center	This video will help you to plan, delegate and effectively manage your daily operations to improve profitability.	18 min
Time Mastery	Denise Cornfield- Furlong - The Achievement Center	This video is designed to help you understand how you are currently using your time; identify your most profitable activities and the ones that might be stealing valuable time from your business.	16 min
Personal Success Skills Part One	Carly O'Brien - The Achievement Center	Part one of this presentation focuses on learning to create your own success and developing the 7 primary abilities that will support that success.	14 min
Personal Success Skills Part Two	Carly O'Brien - The Achievement Center	Part two of Personal Success Skills looks at other successful entrepreneurs to see what they did to create success and what we can learn from them.	9 min
Surviving in Retail	Tina Heathers WWCFDC	This video presents all the components necessary to run a successful retail operation, including: products and pricing, financial statements, inventory management, marketing and retail selling.	30 min
Running Your Business So It Doesn't Run You	Denise Cornfield- Furlong - The Achievement Center	Learn how creating systems can enhance your business, increase profits and reduce stress	18 min
Greening Your Business	Steve Dyck	Going Green is not just a good thing for the environment, but it can help your business work more efficiently, reduce waste and increase your bottom line.	11min

Human Resource Management Training Videos

Interpersonal relationships in Business	Anne Howden Thompson	In this video we discuss the issues in family owned businesses and general small business interpersonal relationship challenges. These include the soft issues that can greatly affect your business: relationships, dynamics and emotions.	13 min
Hiring Employees	Wayne Lewis	In this video you will discover the important goals for hiring your new employees and common mistakes to avoid. We will review the hiring process and provide some excellent interview tips.	13 min
Handling Difficult People	Wayne Lewis	This video starts with teaching the business owner how to manage themselves so they are capable of handling difficult people and situations. Learning how to manage and diffuse anger is the first step in working with difficult situations. Learn to work with your staff and be prepared to handle all different kinds of situations to create positive business relationships.	13 min
Teams for Small Business Owners	Wayne Lewis	Team building is essential to growing a business. Find out how to create a great team, establish goals and purpose, encourage participation, and lead your team through developing business success.	12 min
Goal Setting	Carly O'Brien The Achievement Center	Understand how to use goal setting to reach your dreams, drive your business and empower your employees. Follow this easy to use goal setting process and teach your employees to do the same.	12 min
Managing Stress	Carly O'Brien The Achievement Center	Understand the key elements of stress that could be getting in the way of your success. Learn to manage and release stress so that you are productive, happy and profitable. Teach your employees to use the same techniques, your business will be affected by stressed out employees so be sure they have the skills to do their job effectively.	13 min