

THE OHIO STATE UNIVERSITY

Business Development Network
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Your Success is Our Business



We're on the web!
www.southcenters.osu.edu

SERVICE IS STILL AVAILABLE!

Craig Lund, Value Added Business Services

When you walk into a grocery store and see your favorite pop on sale at \$1.88 for a twelve-pack, do you think everything in the store costs less than at a competitor's? That's what the store hopes you'll think. How about if someone offers to sell you a dozen pens for \$.59? Should you buy all your office supplies from them? The answer is, not necessarily. The truth is, the real cost of buying pop or office supplies and everything else involves expense far beyond the stated price.

Organizations should not spend resources trying to decide which pen or stapler of the hundreds available is right for them. "Businesses just don't have time", says Craig Lund, President of Value Added Business Services. "They rightly want to use their resources to attain their organizational goals." The office supply, furniture, office machine and business forms supply company was established over 50 years ago as Mourning's and Stapleton's Office Supply and emphasizes personalized consultative selling. "We focus on understanding our customers' needs so that we can recommend the best solution for them" according to Craig.

Value Added Business Services can provide everything to equip and maintain your office. The primary advantage we have over most other providers is SERVICE. We use our expertise to help your organization be more efficient. We want you to know our names and to call us. This is not a new concept-it's the way business used to be but often isn't anymore. We also have a user-friendly internet ordering and information site available 24 X 7 if you prefer.

Expanding our operations into the Endeavor Center has been a great move. The warehouse has been established to store specific stock or custom items our customers use. This enables us to provide immediate access to their most critical items. We look forward to becoming partners with even more organizations in south central Ohio to assist them with their needs.

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Money For \$mall Business Conference
April 26, 2006

Money for \$mall Business is a one day conference designed for business owners and start-up businesses who want to learn more about managing their money position and to explore financing options that can enhance, expand, or start their own business. This event will be held on April 26, 2006 from 8:30am-2:00pm at The Ohio State University South Centers Endeavor Center in Piketon OH. The registration is \$25 which includes continental breakfast, lunch, and conference materials. The first 50 people registered get this fee waived. Door prizes will be given throughout the day.

This event will include sessions such as:

Topic	Speaker
Building a Successful Loan Package	Panel of Speakers
What it Takes to Borrow Money	Scot Taylor, OVMBMA
Technology to Streamline Your Bookkeeping - Quickbooks	Brenda Sharp, Cotner & Cooley
Credit/Fraud- How it Impacts Your Business	Brian Martin, Pike County Community Action
Understanding Your Cash Flow -The Pulse of Your Business	Patrick Dengel, OSU South Centers
Keynote Speaker	Tom Mueller, SBA District Director
Networking with area Agencies & Banks	

Additionally, businesses can meet one-on-one with area banks, funding agencies, and grant programs.

For More Information or to register please contact

Kelly O'Bryant at (740) 289-3727 ext 111 or 1(800) 860-7232 ext 111

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Inside this issue:

Thinking About Your Leadership	2
Creating A Sales Attitude	3
Exploring Your Options as a Business Owner	2
Upcoming Events	3
Service is Still Available	4

Special points of interest:

- Money For \$mall Business Conference
- Thinking About Your Leadership
- Business Ownership- Exploring Your Options



Thinking About Your Leadership David Boulay

Leadership plays a vital role in every business. We often think about leadership as the person in charge. We can also think about leadership as a relationship between leaders and followers, with that in mind consider the four elements of leadership:

The Follower

Different people require different styles of leadership. For example, a new hire requires more supervision than an experienced employee. A person with a poor attitude requires a different approach than one with a high degree of motivation. You must know your followers.

The Leader

The leader needs to understand his or her own style. The leader also must keep in mind it is often the followers who determines if a leader is successful. Trust and confidence are essential. Sometimes the leader is best served letting other lead based on their knowledge & skills.

Communication

Communication must truly be a two-way street. Don't forget the role of nonverbal communication. For instance, "setting the example" communicates a willingness to do anything you would ask others to perform.

Situation

Your approach in one leadership situation should not always be the same in another situation. You must use your judgment to decide the best course of action for the relationship with your team.

Leadership as a relationship takes much work. It is also essential in order to build the commitment to your business as it strives to be successful in today's world.



Creating A Winning Sales Attitude Patrick Dengel

I recently met with two business people who had established an excellent sales track record. I asked what it were their keys to effective selling successful in their sales. Here were their suggestions:

1. See everyday is a new opportunity to sell.
2. Keep track of trends. Know who and where your customers are.
3. Believe your products and services will help your customers' needs.
4. Know that customers must first trust you before they buy from you.
5. Listen to your customers. Customers, many times, tell you what they need in the first 15 minutes.
6. Be consistent, persistent, and follow through with on-going and new prospective customers.
7. Treat people with Honesty, Integrity, Respect, and Dignity.
8. Never talk bad about the competitors.
9. Pay attention to small details. Write down customer details after a sales presentation.
10. Use time appropriately. Learn when is the right time to sell and the right time to do paperwork.
11. Establish Daily – Weekly – Monthly Sales Goals.
12. Recognize that small successes over a short period of time lead to large successes over a long period of time.
13. Take time to recognize your successes. Too much time can be spent on what is not accomplished and not enough time on what has been done.
14. Network! Become active in community associations like the Chamber of Commerce, Rotary, Kiwanis and other groups.
And finally:
15. Smile & Never give up!!



Exploring Your Options as a Business Owner Christie Welch

Many potential entrepreneurs in the region are exploring their options of expanding or starting their business. The Small Business Development Center at the OSU South Centers has conducted numerous group counseling sessions with over 40 such entrepreneurs. These sessions provide time with the counselors to explore specific options for their business. Group counseling sessions are proving to be a valuable networking opportunities as well. Session surveys indicate that the information helps develop financial projections, understand ways to seek financing, and how to develop effective business and marketing plans. Participants indicate that they enjoy this format as it enables them to discuss their ideas with other business owners.

For More Information about upcoming workshops or to register please call (740) 289-3727 ext 111

April 6 at Shawnee State University	May 4 at Shawnee State University
April 12 at the Ross County Chamber of Commerce	May 10 at the Ross County Chamber of Commerce
April 17 at Lawrence Economic Development Corp	May 18 at the Jackson County OSU Extension Office
April 20 at the Jackson County OSU Extension office	May 22 at The OSU South Centers Endeavor Center
April 24 at The OSU South Centers Endeavor Center	May 23 at The Adams Co. Business Training Center
	May 31 at Southern State Community College, Hillsboro

Upcoming Events

Title	Date	Time	Location	Registration
E-Commerce	April 17-18	6:00pm-9:00pm Each evening	OSU South Centers Piketon	Fee:\$25 Shirley Cook (740) 292-6232
Small Business Workshop with the SBA sponsored by Congressman Strickland	April 19, 2006		Scioto County JVS	(740) 289-3727 ext 111
Money for Small Business	April 26, 2006	8:30am- 2:30pm	OSU South Centers Endeavor Center	(740) 289-3727 ext 111 or www.southcenters.osu.edu/benet/money4smallbus.htm
Department of Labor Workshop	May 17	8:00am-3:00pm	Southern State Community College Hillsboro OH	(740) 289-3727 ext 111