

 The College of New Jersey
Spring 2006 Mercer/Middlesex Class Listing

5/9/2006 Tue 7:00 PM – 10:00PM

E Bay Simplified

Middlesex VoTech – East Brunswick, NJ

This is an introductory class for beginners which provides simplified, marketing & marketing and technical information on how to make money on Ebay as a full time or part venture. Learn how to sell unwanted attic or basement items for maximum price, establish a business or operate a profitable Ebay store. Also, how to register, take and transfer photos, write copy, understand Ebay charges, shipping methods and how to get paid promptly

Martin Mosho

Fee & Register: 732-257-3300

5/10/2006 Wed 6:30 PM - 9:30 PM

Driving Traffic to Your Website

CAFT-PISCATAWAY, NJ

Strategy session for search engine registrations and paid placements, e-mail marketing and promotions will be covered. Evaluation of current market offerings is emphasized. Seek to identify marketing gaps in your outreach and on your site to solidify your message and increase sales.

Volunteer your site for a live search engine/key word analysis

Nat Bender, NJSBDC

\$29

Register: 609-989-5232

5/16/2006 Tue 9:30 AM - 12:30 PM

Selling Skills II

CAFT-PISCATAWAY, NJ

You'll learn to implement strategic selling skills know-how to meet today's challenges and to succeed in your competitive marketplace. You'll learn to unleash your potential and to adopt leading edge professionalism of top performer in your industry by following a selling skills model that is proven to work. or sales program for your business. This class is essential for those in sales and sales support who are motivated and committed to excellence and success in selling.

Vicki Lynne Morgan, Russmoor Marketing Group

\$45

Register: 609-989-5232

5/16/2006 Tue 6:30 PM - 9:30 PM

ECP Intro to Paying Small Business Taxes (MR)

The College of NJ -Ewing, NJ

Learn which type of entity is best for you to structure your company: as an LLC, Sole Proprietor, Partnership, S Corporation or C Corporation. You will also receive information about your tax responsibilities based on the entity you choose, including estimates taxes, sales tax, payroll taxes and corporate taxes. In addition, the course will cover tax deductions you are entitled to and would not want to miss. Participants are encouraged to bring any questions with them to the class.

Michael Hersh

\$45

Register: 609-989-5232

5/9/2006 Tue 6:00 PM - 9:00 PM

How to Finance Your Business

Piscataway John F Kennedy Library

One of the primary challenges facing a new business is obtaining the necessary funding to start or expand the business. This course explains the criteria used by lenders to evaluate a potential borrower. Sources of financing will also be explored, including bank and non-bank lenders, the SBA, Micro-Lenders, Venture Capitalists and others.

TBD

Free

Register: 732-463-1633

5/11/2006 Thu 9:00 AM - Noon

How to Install a Marketing Machine in Your Business

The College of NJ

Improve marketing performance. Get more sales leads, prospects and customers. This course will show you how to focus your efforts and marketing dollars. If you use even a few of the ideas presented in this course, you will see a measurable improvement in your marketing results and sales force efficiency.

Sunjyiev Mahajan, Trinity Business Management LLC

\$45

Register: 609-989-5232

5/16/2006 Tue 6:30 PM - 9:30 PM

Build a Better Website

Middlesex VoTech

Website—Is your business in need of a website? Are you considering the expansion of your business into the digital marketplace? This course, designed for participants with both elementary and advanced computer skills will cover the following topics: site design, internet terminology, website addresses, installation, testing and maintenance.

Suzanne Engels, WebArt Tech

See MX Votech

Register: 732-257-3300

5/17/2006 Wed 6:30 - 930 PM

Service Marketing vs Product Marketing

The College of NJ

Are you a service marketer or selling intangible items to clients? If so, you already realize that it requires different skills to sell a tangible item vs. intangible. This course will teach you the difference between service & product marketing; how to market professional service business; how to develop service marketing plan; Branding your professional service firm and tracking results.

Tiffany Cummings,

\$45

Register: 609-989-5232

Funded in part through a cooperative agreement with the [U.S. Small Business Administration](#). Additional funding is provided through the [New Jersey Commerce, Economic Growth and Tourism Commission](#) and [Rutgers Business School: Graduate Programs-Newark and New Brunswick](#). All SBA's funding is not an endorsement of any products, opinions, or services. All SBA funded programs are extended to the public on a nondiscriminatory basis. Reasonable accommodations for person with disabilities will be made if requested at least two weeks in advance by call our office at 609-989-5232