

Students to Start-ups

Entrepreneurial Skills Workshop Series

This workshop is for:

UC Irvine students and community members actively starting or planning to start new businesses.

You will learn:

How do you get your customer's attention and effectively sell your product? Learn how to maximize your time spent in direct contact with your prospective buyer. Learn what to say in your introduction to grab their attention and make them want to buy your idea. What happens when they bring up an objection? This workshop will help you learn the skills necessary to effectively sell your product and overcome these hurdles. At the end of the day you will be able to effectively sell and increase your overall sales.

About the Presenter:

Bill Morland was a sales representative in the food distribution industry and held various sales and marketing management positions with consumer products companies, culminating in the position of Vice-President of Sales for a division of ITT. He spearheaded the distribution of consumer telecommunication products into the mass market on a national basis and pioneered the product category into retailers such as K-Mart, Sears, Macy's, Target, and Best Products. After departing from the corporate environment Bill founded one of the country's first "employee leasing" companies and a firm that functioned as both a manufacturer's rep organization and an inventory liquidation company. In his role as consultant to various small consumer products companies in Orange County he has developed and executed their marketing plans.

Selling Techniques that Work!

Presented by Bill Morland

When

April 1, 2008
Noon - 1:00 pm

Location

UCI Student Center
Moss Cove Room B

Cost

Free to all

Seating limited, please reserve your seat early.

Complimentary lunch will be served.

RSVP

cei@merage.uci.edu
949-824-1172

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UCI Student Center
Room

FREE

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Please RSVP to: cei@merage.uci.edu / 949-824-1172

2008 Schedule

January 15, 2008

Assessing the Market Potential of Your Business Idea

February 5, 2008

Langson Library: Your Secret Weapon for Market Research

February 19, 2008

Avoid Legal Issues that Will Cost You A Fortune

March 4, 2008

Entrepreneur Panel: I Came, I Saw, I Created!!

April 1, 2008

Selling Techniques that Work!

April 15, 2008

All You Need to Know About Writing a Business Plan

May 6, 2008

Virtual Incubators and Licensing Technology:
What UCI Has to Offer

May 20, 2008

Start-Up Capital and Financing Opportunities

The University of California at Irvine's Paul Merage School of Business ("UCI") will be videotaping and recording the Students to Start-Ups Workshops, and the videotapes may include the image or likeness of attendees and/or their voice (the "Work"). UCI will make the Work available in the future, in electronic form including, video streaming, video tapes and like medium. By signing up as a Workshop Registrant, I understand that the Student to Start-Ups Workshop will be recorded and hereby release to UCI any and all rights that I may have for UCI to release and otherwise redistribute the Work, for profit or not for profit, in any form and in any manner.

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