



WHACC AM Learning Series Suggested Topics

Accounting

Tips to Make Month-End Easier on Everyone

Best Practices for Accounting in a Small Business & *practical tips for a business of all sizes*

Customer Service

Delight Your Customers without Demeaning Your Staff *Give your employees a roadmap to follow to prevent problems and improve customer service*

6 Savvy Customer Service Policies That Can Grow Your Business

Customer Service in 2017: What customer, vendors, and partners want and need when doing business with you

Finance

Loans, Lines of Credit, and other Options to Grow Your Business

Can You Afford to Own Your Building/Business Location? *Renting vs. buying your business, what are your best options?*

Human Resources

Hiring Smart – *Good interview questions & techniques, how to find quality candidates*

Alternatives to Firing: Coaching Employees for Success *(theirs & yours!)*

“What’s a Job Description?” *What to do when it’s time to hire a staff*

IT Support/Security

People, Passwords, and Problems – *the 3P approach to IT in a small business*

Does \$ = Security? *How to Determine if Your IT Budget is Well-Spent*

Marketing

Marketing on a Shoestring – *allocating your marketing/advertising dollars when you don’t have many dollars!*

Let’s Get Social! What I’ve Learned About Blogging, Having a Social Media Presence, and Sharing My Business with the World (Wide Web)

Customer Loyalty: Should You Buy It? *Exploring loyalty programs, from frequent-purchase cards to Groupon, Belly, other options*

Research & Development

New Product Development: When & Why You Should Bring in a Patent Attorney

In-House vs. Outsourced R&D Options – *Prepare & Lead Discuss*

Balancing Your Time, Budget, & IP – *what are good outsourcing options for R&D that will get you to prototype sooner? How can you protect your designs/intellectual property?*



Sales

Rewards R US *How to incentivize your salespeople, whether you have a commission structure or not*

WWDCD? – What Would Dale Carnegie Do? *The sales cycle may have changed but classic sales advice never goes out of style.*

Is Your Website Your Top Salesperson? *A good website can be a great salesperson, and it's working for you 24/7. How to revitalize your sales process by improving/automating your lead management online.*

Administration/Management

Too Small to Segregate Duties? *Building in Checks & Balances to Avoid Errors, Prevent Internal Fraud in Your Office*

Systems are Beautiful (and Mismanagement Disappoints Your Customers) – *the daily, weekly & monthly routines that make your business run better*

Leadership

Grooming Your Staff for Growth & Responsibility

How to Be the Boss Everyone Likes (& Still Get Stuff Done)

Legal

Have you outgrown your business? *Did you start your business as a LLC – 20 years ago? Have you hired a dozen or more employees since opening your doors? It may be time to review your legal classification.*

Are Your Employees A Liability? *From drug screening to passwords to FMLA – know your rights and responsibilities as an employer/manager in 2017.*