

# ROOTS

## Business Training



### SPROUTING AND GROWING YOUR BUSINESS.

Businesses need strong roots to grow customer bases, cultivate products and services, and yield profits. Root your business in proven practices.

#### CORE FOUR® by RU SBDC

CORE FOUR® Business Course is designed to motivate and educate small business owners. It is an indispensable learning tool for both novice and experienced entrepreneurs.

#### Tune Up Your Credit

Credit helps owners access capital and expand. Learn basic credit principles. Build, repair and protect consumer credit.

#### Electives

Intermediate level courses featuring more detailed content: risk analysis, capital development, pro forma, profit analysis, QuickBooks, and more.

#### Technical Assistance

One-on-one assistance helps clients with their individual needs. From business etiquette to tax reports, loan applications to record keeping and marketing, a wide range of topics help owners strengthen their business model.

## Root Entrepreneurship Training

Complete all required classes and 4 electives in order to earn a Roots certification.

### CORE FOUR® (Required)

#### Success Planning

Understand self assessment, financial goal setting, setting boundaries, communication skills, selling skills and contingency planning.

#### Market Planning

Learn to merge your business with the needs and wants of customers, learn about imaging, packaging, pricing, selling, promotional planning and contingency planning.

#### Cash Flow Planning

Understand detailed strategies for planning the financial future of your business with emphasis on projecting sales and sales goals.

#### Operations Planning

See key issues and strategies for operating a legitimate business that complies with legal standards and requirements.

*Offered by the Radford University SBDC*

**Tuition**  
\$200.00

**Book**  
\$44.00

**Total**  
\$244.00

### Tune Up Your Credit (Required)

Credit basics include how to obtain an annual credit report, credit monitoring, error correction, debt reduction, and more.

**\$35.00**

### 7 Steps for Success (Electives)

1. Intermediate success planning
2. Intermediate business planning tools
3. Intermediate business planning
4. Intermediate cash planning
5. Profit analysis and effective pro forma
6. Risk analysis
7. Capital development

**All 7  
modules  
\$220.50**

**1 module  
\$35.00**

### QuickBooks Essentials (Elective)

Introduction to QuickBooks accounting software teaches hands on basic skills and provides resources to teach yourself more advanced features.

**\$35.00**

### Technical Assistance and Coaching

One-on-one assistance with loan applications, customer relations, billing and banking, communications, tax reports, merchandising, record keeping, business etiquette, distribution and inventory control.

**LMI  
Clients  
\$10.00**

**Others  
\$35.00**