



Start, grow, adapt or run your small business

How to set prices and not go bust

Tuesday 22nd June, 10am-12pm

Are you frustrated you seem to be working really hard, but there doesn't seem to be enough of a financial reward? Are you honestly paying yourself for ALL hours worked? In this session we look at pricing inputs, the impact of discounting, quoting and other key pricing issues like covering your admin and marketing time.

This 2-hour business session will develop your product offerings and offer real value and savings by doing amazing deals, grouping goods together to form gift baskets and hampers or develop gift vouchers and discount coupons, plus look at pricing inputs, the impact of discounting, quoting and other key pricing issues like covering your admin and marketing time.

Our focus will be

- Understanding how pre-qualifying customers helps to keep costs down
- Understanding the real cost of quoting and how it needs to be absorbed in pricing somewhere
- Working out 'hourly' rates
- Charging your real worth
- Cash flow forecasting basics

Presenter: Jane Tweedy is a small business advisor, consultant and trainer. Jane is passionate about helping small businesses succeed and has an interactive style, ensuring all participants receive great value from their investment. Jane works for Western Sydney Business Centre as a small business advisor, and provides training as part of her new business, FAQ Business Training. Jane has a broad background in corporate, volunteering and small business. This provides for a unique perspective at a strategic and detail level. Jane is a lifelong learner and you will benefit from her wealth of applied knowledge and experience.

Business Connect is a dedicated and personalised NSW Government program that provides trusted advice to help you start, run, adapt or grow your small business



Western Sydney Business Centre

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