

Small Small Business Training Courses

As of April 2021

The following training programs are currently offered by Small Small Business (SSB). Each course is 15 hours of training; the cost includes preparation, training hours, and course materials. Below you will find the Course ID, Title, Classification of Instructional Programs (CIP) code and description. The learner is issued a certificate upon completion

SALES

SSB001: Sales Fundamentals Every Business Owner Needs - 52.1804

This course covers the entire sales process from preparing for the call all the way through the follow-up after closing the sale. After this course, learners will have a framework that can be applied directly to their own sales process. Elements include terminology, preparing for the call, basic openings, making your pitch, handling objections, closing the sale, following up, sales goals, managing your data, and using a prospect board.

CUSTOMER SERVICE

SSB002: Customer Service for Retail Businesses - 52.0207

The course covers the fundamentals of customer service needed for those leading or working in retail businesses, including understanding customer value, customer experience, retail service & sales, handling difficult customers, and creating customer referrals.

SSB013: Moving from Customer Satisfaction to Customer Loyalty - 52.0207

Using Customer Satisfaction as the primary (and perhaps only) measure of customer engagement can be a big mistake. Instead we want to focus on Customer Loyalty, creating those who will keep coming back and telling others about us. In this course we cover the keys to building Customer Loyalty including: Hiring for attitude & training for aptitude, when to outsource and delegate, why it takes only seconds to lose a customer, good service is good business, the five second favor, the reality that people do business with people they know, like and trust, how to focus on making a customer rather than a sale, and creating a culture of "Every customer, every time."

HUMAN RESOURCES

SSB003: Human Resource Management - 52.1001

The fundamentals of Human Resources are critical for small business owners. In this course, we cover recruitment and hiring, performance management and reviews, employee retention, employee development and training, safety and wellness, benefits and payroll, effective communication and engagement.

SSB004: Diversity & Inclusion Fundamentals - 52.1099

In this important training course, learners will deepen their understanding of diversity, inclusion and unconscious bias. The course will dig deep into gender, sexuality, and racial diversity, encouraging learners to embrace inclusion, overcome unconscious bias, and optimizing diversity.

BUSINESS STRATEGY

SSB005: Integrating Speaking into Your Business Model - 52.1804

Speaking can be a great part of an overall business strategy, serving as both a revenue source and a promotional sales funnel. In this course we cover getting free gigs, getting paid gigs, writing a book, selling your message, and becoming a guest for podcasts, interviews, webinars, panels, and blogs. Additional tactical learning is covered including adding a “Hire me” page on your website.

SSB006: Passive Income through Information Products - 52.0208

Developing passive income streams can make a huge difference in creating the balance of pay and hours that so many small business owners are seeking. In this course we look at passive income available through information products. Specifically, we will look at defining your market and buyer, mapping your best assets to buyer’s needs, creating your MVP (Minimum Viable Product), pricing, delivery, set-up and Beta testing, feedback and revisions.

SSB007: Building Your Business into an Asset - 52.0801

Too many small business owners create a ‘job’ for themselves without an eye on the longer-term asset. This course teaches how to create that asset to drive significant future value, including building & empowering the right team, finding & retaining customers, eliminating tasks and activities that do not add value, increasing pricing, lowering overhead, optimizing inventory, strategic brand promotion, competitive analysis, customer service, meeting demand and clarifying the offer.

LEADERSHIP

SSB008: Building Blocks of Entrepreneurial Execution - 52.0407

Vision and strategy are important; but if execution is poor, the business will fail. This execution starts with the basics of personal execution for the business owner or entrepreneur. In this course we will look at personal development, setting up computer/phone/email/calendar, optimizing documents and spreadsheets, time management, winning routine, proposals/contracts/invoices, setting up banking/bookkeeping/accounting, and creating a system of metrics/tracking/scoreboard.

SSB009: Entrepreneurial Vision & Strategy - 52.0213

“If You Don’t Know Where You are Going, Any Road Will Get You There.” In this course, learners are challenged to clarify where they are going by looking at vision, mission, and core values. We build on those to look at defining success, setting goals, developing a business plan, deciding on a legal structure, and building and organizing the team.

SSB010: Becoming a More Confident Leader - 52.0701

While arrogance can be off putting, confidence is required for effective leadership. In this course we learn about leadership, networking, realistic self-awareness, helping others be successful, celebrating wins, projecting confidence, practicing positive psychology, developing emotional intelligence (EQ), asking others for help, removing the need for permission, and developing a sense of humor.

SSB011: Tools and Tips Every Leader Needs - 52.0201

There are a number of foundational tools and tips that should not be overlooked by business owners; without these basics, your business is bound to under-perform. In this course the learner develops skills in building a reputation and expert status, developing leads and revenue streams, working smarter not harder, finding work life balance, when to delegate and how to delegate, ten things you can do that require zero talent, and building your business into an asset.

SSB012: Essential Entrepreneur's Survival Guide Post COVID - 52.0213

The global pandemic has been difficult for nearly every small business and entrepreneur, but there are things that can be applied to ensure a successful transition following COVID-19. In this course we cover building a business on a firm foundation, marketing on a budget, guerrilla marketing, entrepreneurial habits, transitioning from networker to influencer, the art of diversification, when to give up on your business, ten things that can be done immediately to grow your business, and making the move from side hustle to full-time.

MARKETING & BRAND

SSB014: Social Media Fundamentals - 52.1404

One of the most important, yet confusing areas of marketing a small business is social media; the landscape of platforms and algorithms is constantly changing. In this course we cover many of the fundamentals of social media including: Why Grow an Audience Using Social Media, Get Ready to Grow Your Audience, Set Up for Audience Growth, Get to Know Your Audience, Attract Your Ideal Audience, Build Your Audience, Use Social Media to Build Your Email List, Engage and Nurture Relationships Before You Sell, Optimize Your Audience Growth and Review and Refine.

SSB015: Creating Effective Marketing Message - 52.0701

Marketing is difficult and one thing most entrepreneurs and small business owners struggle with the most is creating marketing messages that actually drive results. This course covers the following topics: Why You Need A Compelling Marketing Message, Who is Your Ideal Customer?, Describe Your Ideal Customer, Identify Their Pain Points, What Makes You Different?, Craft Your Core Message, How to Communicate Your Marketing Messages, Develop New Marketing Messages and Reviewing and Refining Messages.

SSB016: Low Cost Marketing Strategies - 52.1499

Marketing can be expensive and often feels like a bottomless pit; but it doesn't have to be that way. This course is for those looking to market their business very cost effectively. Topics include: Your Current Marketing Goals, Attract Your Customers with Expert Content, Build an Email List of Engaged Subscribers, Be Sociable, Build Your Network, Expand Your Visibility, Create Your Low Budget Marketing Plan and Strategy Refinement.

SSB017: Online Marketing Fundamentals - 52.1401

While social media gets many of the headlines, a comprehensive online presence strategy is critical to business growth. This course covers: Google My Business Listing Foundations, Facebook/Social Media Foundations, Website Foundations: Content, Appearance, Technical Optimization, Google My Business Implementation, Social Media Implementation, Website Implementation and Automation. The course will also cover helpful tools including Canva, Business Manager by Facebook, Hootsuite, and MailChimp.

SSB018: Effective Website Content - 52.1404

Websites are not an, "If you build it they will come" situation; they need messages that drive visitors to take a next step. This course will provides training to make sure this happens, including: Laying the Foundation: Evaluate Your Target Audience & Content, Rethink Website Design and Structure, Incorporate Long-Form Content, Three Long-Form Content Strategies to Boost Site Ranking and Visits, Short-Form Content, Create Content to Support a Series, Embed Videos and Integrating Infographics.

SSB019: Winning Clients Through Authentic Branding - 52.1401

What do people think of when they think of you? What does it matter? A strong brand is critical to your overall marketing strategy. In this course we cover: Assessing Your Current Branding Needs, Introduction to Branding & Your Ideal Client, Your Value Proposition & Creating a Plan, Strengthen Your Mission Statement & Clarify Vision, Creating Consistent Messaging & Imagery, and Connecting with your Audience Through Visual Identity.

TECHNICAL

SSB020: Website Performance Fundamentals - 52.1206

Are your frustrating users trying to access your website? This causes lost customers and impacts your bottom line. In this course, you learn how to keep a high-level of performance: Search engine rankings (SERP), User Experience (UX), Impact of page speed and Core Web Vitals on SERP & UX, Key performance contributors: hosting, Key performance contributors: optimization (caching, bloat, etc.), and Actionable insights and specific next steps for improving trainee's website.

SSB021: Standard Operating Procedures - 52.0407

Nearly every small business owner would love to make more money working less hours. One way the most successful entrepreneurs do this is by developing and delegating Standard Operating Procedures (SOPs). In this course we cover everything that is needed to start making SOPs a integral part of the business: What is a Standard Operating Procedure (SOP)?, Benefits of SOPs, Examples of SOPs, Creating an SOP, Auditing an SOP and Improving an SOP.

FINANCIAL

SSB022: Financial Fundamentals - 52.0301

Financial management is one of the most important, yet intimidating elements of running a small business. This course is designed to take the mystery out of financial management, leaving the student with a clear understanding of what is needed to understand and optimize results. Course topics include: Financial terminology, Financial statements, Accounting basics and costing, Basics of financial analysis and Accounting software.

SSB023: Financial Operations - 52.0302

The “finances” of an organization involves more than just understanding a balance sheet and P&L; it includes a number of operational elements that have a much greater impact on profitability than most owners realize. This training includes the following operational elements: Business taxes, Payroll (employees and contractors), Pricing your products, and Applying for a loan and managing debt.

SSB024: Financial Decision-Making - 52.0801

The financial elements of a small business are often limited to reporting and operations; these are important but leave out impactful insights that can drive profit and reduce risk. This course digs into how financial information can be used to make tactical and strategic decisions to optimize the business. Topics include: Cash management, Key metrics and scoreboards, Trend Analysis, Business decision making by the numbers and Student financial review and projection (if applicable).



Contact Info

Steve Fredlund, MBA, FSA
Director, Small Small Business
Steve@SmallSmallBusiness.com
651.587.5435