When it comes to sales, not all tactics are created equal. Many factors influence what the best approach should be, including the customer’s personality, what’s being sold and the price, among others. Learn about different sales tactics, their benefits, and in what situations they should be applied.

**SMALL BUSINESS DEVELOPMENT CENTER (SBDC)**

For 30 years the SBDC has worked with new entrepreneurs to turn ideas into viable business concepts and with established businesses to improve performance. Check out our success stories.

**INDUSTRY NEWS**

**How to Achieve Your Goals**
How are you doing on those New Year’s resolutions? Don’t worry, we won’t judge. It’s easy to lose motivation when it comes to goals, whether personal or professional. Here are six tips to help you start and stay on track with your goals, and advice for what to do if/when you don’t.

**5 Quick Ways to Set Goals for Your Small Business**
You know setting goals could help your small business, but you may not know where to start. Here are five ways to set goals for your business and also to follow through on them.

**How to Develop Sales Goals for Your Small Business**
It would be hard to grow your business without increasing sales, but where do you start? Gain ideas for how to develop and set sales goals, track your progress and minimize obstacles.

**TRAINING OPPORTUNITIES**

**First Steps to Starting a Business**
May 25, June 15 or Aug. 17

**Entrepreneurial Training Program**
June 2-Aug. 4

**BUSINESS COUNSELING**

SBDC counselors offer help at NO COST to existing businesses. Contact us to find out how we can help you flourish.

**RESOURCES**

**Entrepreneurial Training Program Grant:**
Apply to be considered for a 75% reimbursement

**Milwaukee 7 Export Development Grant Program**
Thinking about exporting your products or services abroad? Consider applying to the Milwaukee 7 Export Development Grant Program, which awards up to $5,000 to help companies go global. Let SBDC help with your application, due on April 30.

**Virtual Advisor:**
Business Education Seminars
Check out previous editions of the [SBDC Front Page Newsletter](#).

**CONNECT WITH SBDC**

Join us in ongoing small business discussions!

**QUESTIONS?**  
Contact [Jason Mueller](mailto:muell223@uwm.edu) at muell223@uwm.edu or 414-227-3240.

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**FREE Online Courses For:**  
- [Starting a Business](#)  
- [Managing an Existing Business](#)

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