

Small Business is Our Business...
Small Business Advancement National Center
University of Central Arkansas
<http://www.sbaer.uca.edu>
SBANC Newsletter, January 5, 1999

UPCOMING EVENTS

Small Business Institute Directors Association 1999 Conference
Globalizing the Small Business Institute (TM) Program
SAN FRANCISCO, CALIFORNIA
FEBRUARY 10-13, 1999

For more information visit our web site at:
<http://www.sbaer.uca.edu/docs/bulletins/99sbida.txt>

1999 ASSOCIATION FOR SMALL BUSINESS & ENTREPRENEURSHIP CONFERENCE
Hyatt Regency Houston, Houston, Texas
March 10-13, 1999

For more information visit our web site at:
<http://www.sbaer.uca.edu/docs/bulletins/pinup.txt>

"DOING BUSINESS IN WESTERN EUROPE" CONFERENCE MARCH 7-9, 1999.

Mark your calendar for this spectacular world-event that the Small Business Advancement National Center will host. Delegates from France, England, Finland, Germany, Portugal, and the Netherlands will be present. Plan to attend this "global" event to be held at the Holiday Inn Airport in Little Rock, Arkansas. This conference will focus on how American businesses can do business with the countries mentioned above. To enhance attendees' learning experience, please plan to participate in a panel discussion. Look for more information about the conference in upcoming newsletters.

Internal Revenue Bulletins

Keep up with the newest changes in procedure and official rulings! Visit the IRS web site at:
http://www.irs.ustreas.gov/prod/ind_info/bullet.html

This page brings you Treasury Decisions, Executive Orders, Tax Conventions, legislation, court decisions, and other interesting information in a series of weekly publications.

The Internal Revenue Bulletin (IRB) is the authoritative instrument of the IRS for announcing all substantive ruling necessary to promote a uniform application of tax law.

TIP OF THE WEEK

"Sales Research"
(Taken from "Entrepreneurship, A Contemporary Approach," by Donald F. Kuratko and Richard M. Hodgetts. See full credit

below.)

An entrepreneur needs continually to review the methods employed for sales and distribution in relation to the market research that has been conducted. Matching the correct customer profile with sales priorities is a major goal in sales research. The following is a list of potential questions to be answered by this research:

- * Do salespeople call on their most qualified prospects on a proper priority and time-allocation basis?
- * Does sales force contact decision makers?
- * Are territories aligned according to sales potential and salespeople's abilities?
- * Do salespeople ask the right questions on sales calls? Do sales reports contain appropriate information? Does the sales force understand potential customers' needs?
- * How does the growth or decline of a customer or a prospect's business affect the company's own sales?

"Entrepreneurship, A Contemporary Approach;" Fourth Edition; Kuratko, Donald F. and Hodgetts, Richard M.; The Dryden Press, Harcourt College Publishers; Orlando, Florida; 1998; p. 239.

If you have any comments about our newsletter or if you know of an upcoming small business event in your area, please contact Kim Stubbs by e-mail at: kstubbs@mail.uca.edu

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We apologize for any inconvenience.