



#PINP18

# COMMUNICATE COMMIT DELIVER

2018







**ALDO ZAMBETTI**  
**ITI FIELD REPRESENTATIVE**

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**iTi Business Development**



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# WHAT IS ITI BUSINESS DEVELOPMENT?

# SMART BUSINESS DEVELOPMENT

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## iTi Business Development

- Developed to help union sheet metal workers, who are considering going into business for themselves
- Prepare for the challenges involved in becoming a union sheet metal contractor

# SMART BUSINESS DEVELOPMENT

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**How is this accomplished?**

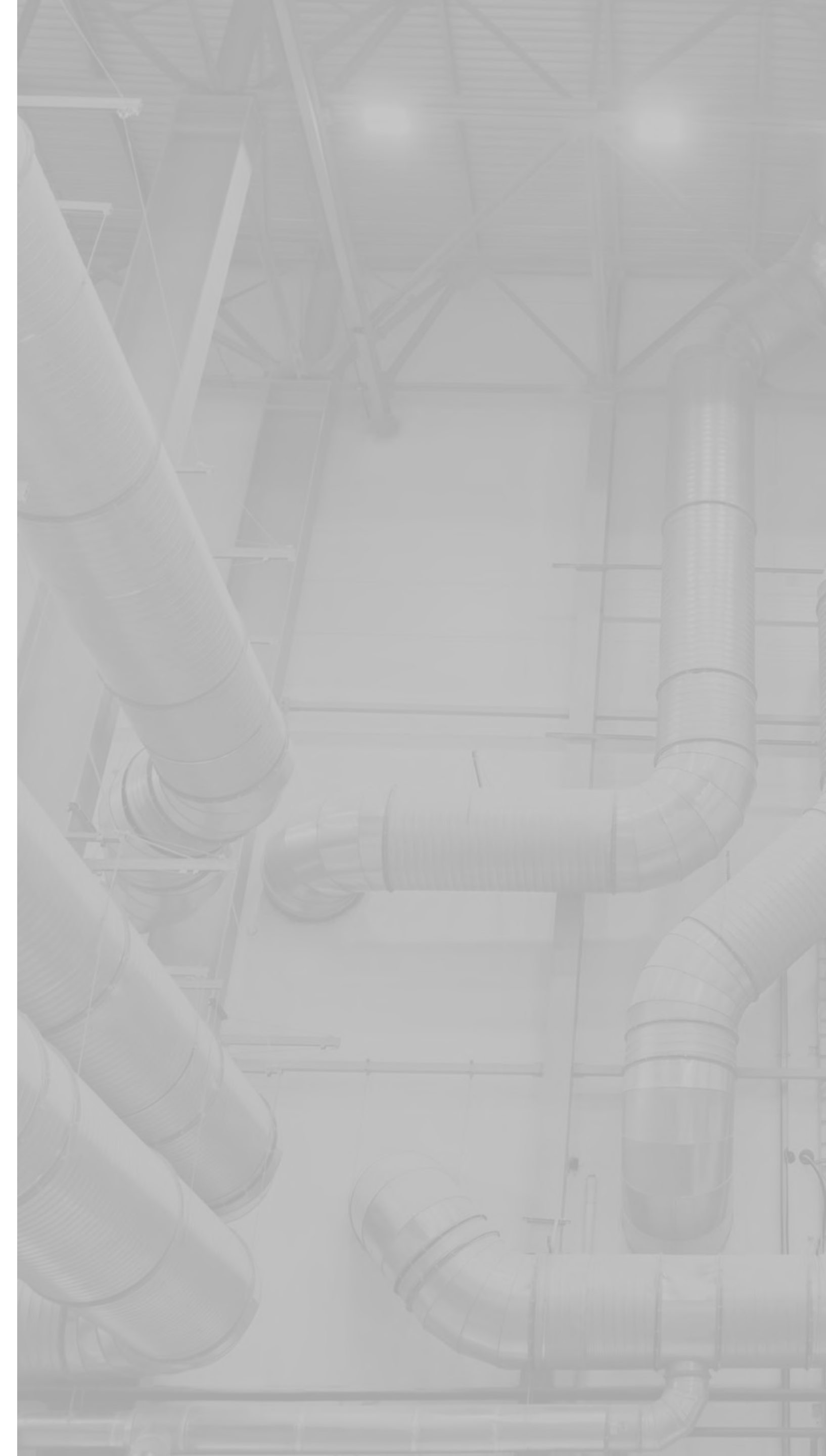
Three Phase Program

# SMART BUSINESS DEVELOPMENT

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## Phase 1

- 8 Week Distance Learning
  - Self Study
  - Live Classroom
  - Deliverable
  - Forum interaction and participation



# SMART BUSINESS DEVELOPMENT

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## Phase 1

- Topics Discussed
  - Self Assessment
  - Risk and Reward
  - Business Identity



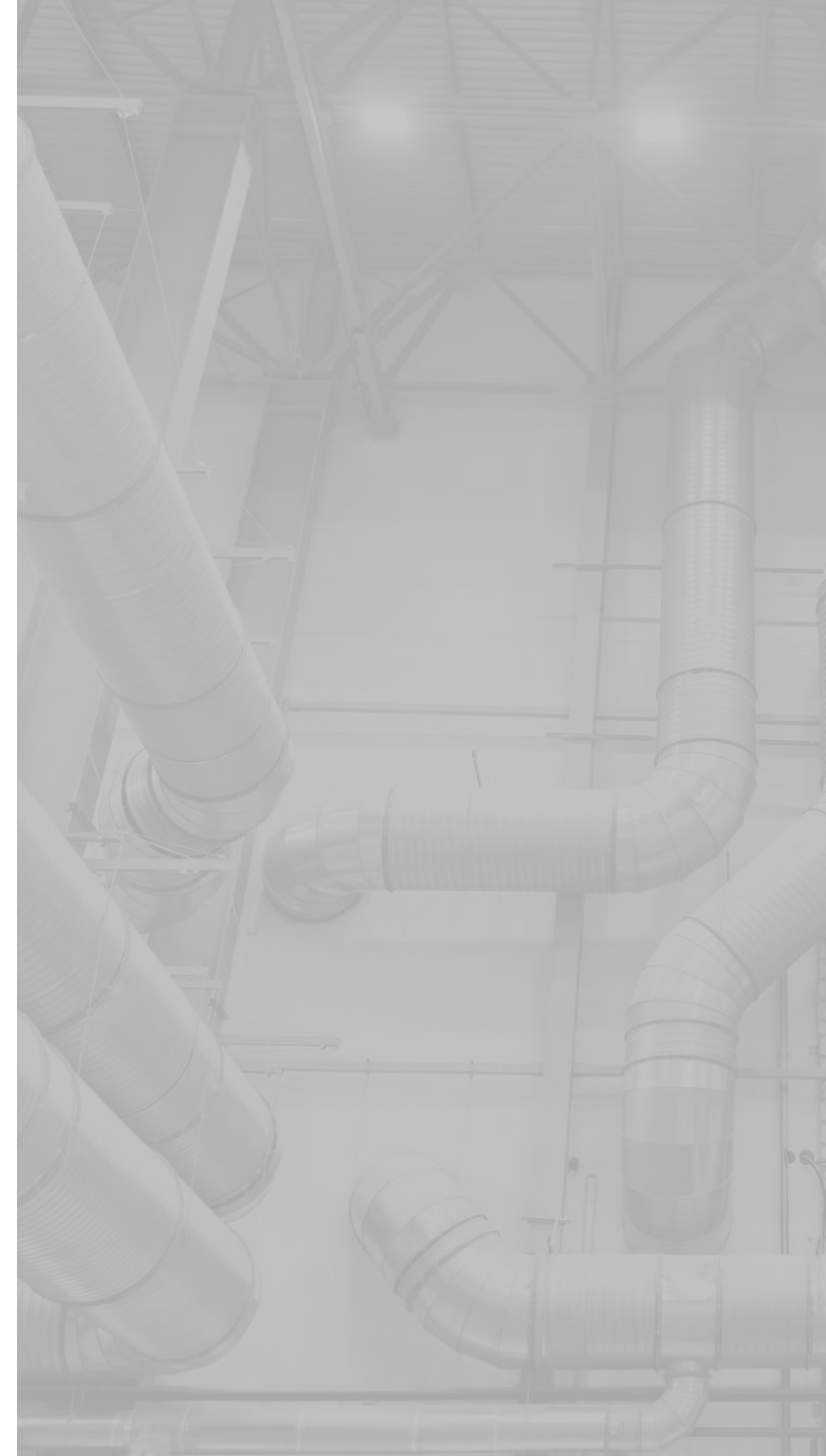


# SMART BUSINESS DEVELOPMENT

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## Phase 1

- Self Assessment
  - Keys to success
  - Responsibility
  - Leadership
  - Sacrifice
  - Family Support
  - Confidence



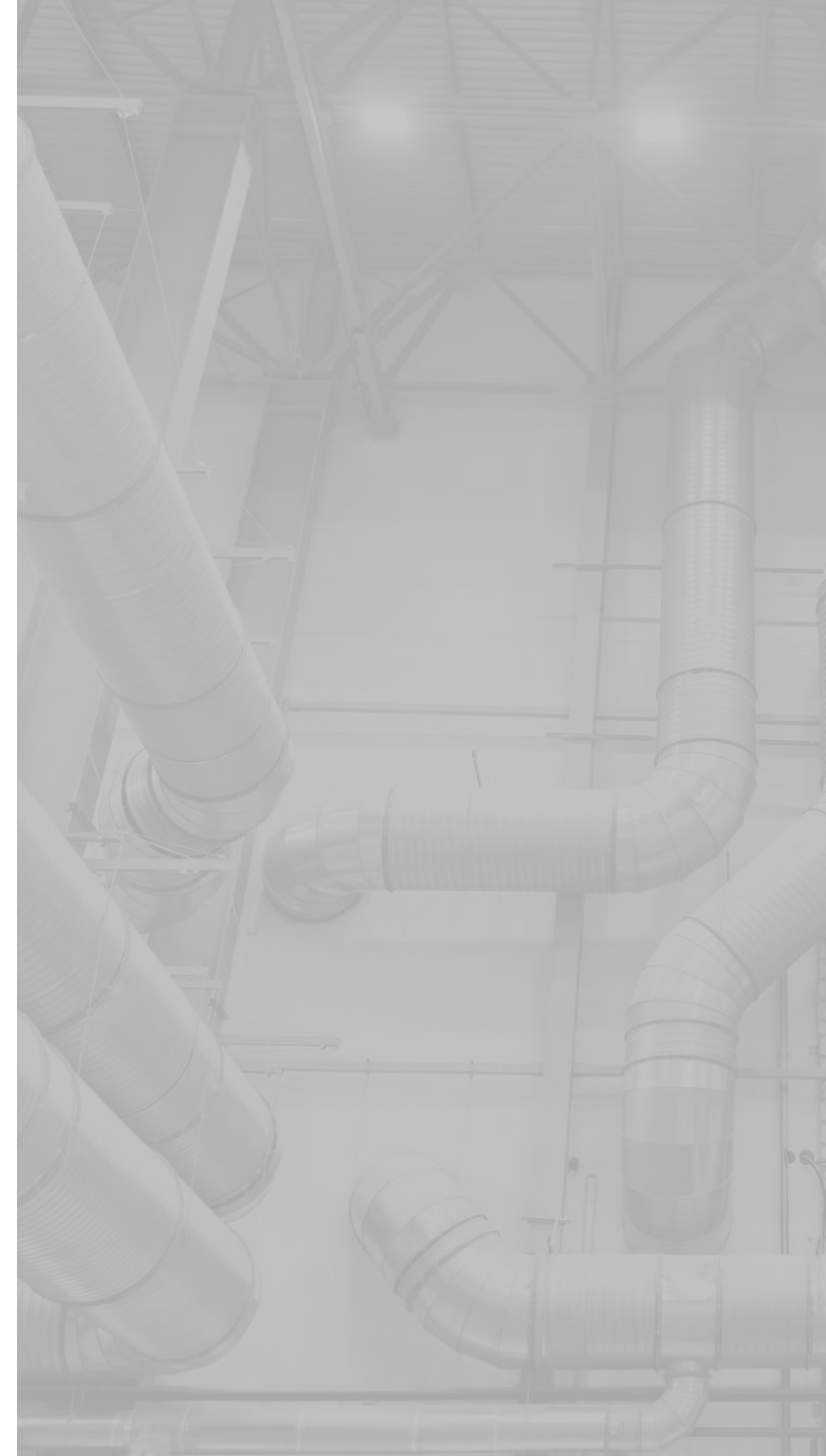


# SMART BUSINESS DEVELOPMENT

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## Phase 1

- Risk and Reward
  - Why own a Business
  - Personal risk associated with business
  - Things to consider
  - Personal risk taking





# SMART BUSINESS DEVELOPMENT

## Phase 1

- Business Identity
  - Choosing a name
  - Legal Entity
    - Ways to register your business
      - Sole Proprietorship
      - Partnership
      - Corporation
      - Limited Liability Company (LLC)





# SMART BUSINESS DEVELOPMENT

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## Phase 2

- In-residence
  - 3 or 4 day session where members will meet and work with industry experts such as:
    - Legal and Tax Professionals
    - Insurance and Bonding Professionals
    - Sales and Marketing Experts
    - SMART Representatives



# SMART BUSINESS DEVELOPMENT

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## Phase 3

- 8 week distance learning
  - Self Study
  - Live Classroom
  - Deliverable
  - Forum interaction and participation

# SMART BUSINESS DEVELOPMENT

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## Phase 3

- Topics Discussed
  - Ethics
  - The Business Plan



# SMART BUSINESS DEVELOPMENT

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## Phase 3

- Ethics
  - Employee Policies
  - Employee Records
  - Posting Requirements
  - Ethical Dilemmas

# SMART BUSINESS DEVELOPMENT

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## Phase 3

- The Business Plan
  - Parts of the plan
  - Start up Expense
  - Mission Statement
  - Marketing Plan
  - Market Research



# SMART BUSINESS DEVELOPMENT

**FOR MORE INFORMATION OR TO REGISTER  
FOR THE NEXT AVAILABLE CLASS**

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# CONFERENCE EVALUATION

- Please complete this Breakout Session Evaluation available on the PINP Conference App
- Scroll to the bottom of each session in the Conference App to access the evaluation

The screenshot displays the 'SESSION FEEDBACK' section of the PINP Conference App. It features three evaluation questions, each with a five-star rating system and a 'Submit' button. The first question, 'The presenter effectively communicated the content of the presentation', has five filled yellow stars. The second question, 'The content of this session was relevant and useful', also has five filled yellow stars. The third question, 'I will use the knowledge I received in this presentation locally', has five empty white stars. At the bottom, there is a 'Comments' section with the prompt 'Please type your response.' The app's navigation bar at the top includes a back arrow, 'Event Feed', and a user profile icon labeled 'LOGIN'.





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