

10-22-2018

# Main Street Monday!

**Business Development.** We use this term a lot, but do you know what it means?

**Business development** is the creation of long-term value for an organization from customers, markets, and relationships. **Business development** can be taken to mean any activity by either a small or large organization, non-profit or for-profit enterprise which serves the purpose of 'developing' the **business** in some way.

## 10 Awesome Business Development Strategies

The business development strategies are everywhere and lots and lots of ideas are there which can be exploited on a commercial basis. These fresh ideas can be harvested, launched and thereby marketed properly. Anyone can get awesome ideas at any point of time. Ideas can be large, small, big. Ideas are usually driven by a passion for one's area of interest. A new idea may be borne from an existing situation or from the innovative mind of a thinker. The business owner can also observe two different disciplines and blend them smoothly, which gives birth to a new field of business innovation.

**On Pages 3 & 4 find top 10 most awesome business ideas from EDUCBA they have a whole catalog of courses on a variety of topics. You can check them out at <https://www.educba.com/>**



## HISTORIC WOOD WINDOW RESTORATION & REPAIR WORKSHOP

JOIN US IN A HANDS-ON LEARNING EXPERIENCE AS WE HELP TO PRESERVE ONE OF PADUCAH, KENTUCKY'S MOST STORIED LANDMARKS--THE HOTEL METROPOLITAN.

October 26-28; Registration Required

EMAIL  
KELSIEGRAY@GMAIL.  
COM FOR INFO

**Don't forget** Webinar October 25th

Making the Most of Small Business Saturday to register <https://register.gotowebinar.com/register/7349428584184744195>



Please see important update on Page 2 The KYMS office will be closed on Tuesday.

Part 4 Certified Main Street director training will take place Wednesday, Nov. 7th at the KYTC building, room Mero St., in downtown Frankfort from 1:00—4:30.

Speakers will be Ryan Sandwick from the University of Kentucky CEDIK program Erick Rawlings, Staff Architect at KHC and Bonnie Skinner, Harrison Co./Cynthiana Planning Director and Cynthiana Main St. board chair.

On the road again! KYMS and staff architect, Erick Rawlings will be traveling to Cumberland, Benham, & Lynch on Thursday.



Paintsville Main Street said it better than lever could so I have taken their words to share with you today. As I looked for photos of Bonnie to share on this page every one included either children, her own or those in the community, or something Main Street related. She loved her community and she loved the Main Street work that was so incredibly important to her. May we all be take time today to count our blessings as we mourn the loss of our friend.



It is with profound sadness that we share the news of the passing of our long time Director, Bonnie Porter. During her tenure she worked tirelessly to make Paintsville the best that Eastern Kentucky had to offer, developed Spring Fling and The Downtown Christmas celebrations, led the charge to restore the Historic SIPP Theatre and The Stafford House. Bonnie believed in the potential of Main Street, supported the Arts, and above all valued the children of the community. Our prayers are with her family and our community as we mourn the loss of a spirited champion of Main Street and Paintsville.



Funeral services will be 2:30pm Tuesday October 23, 2018 at the Paintsville First Baptist Church. Friends may visit the Phelps & Son Funeral Home from 4:00pm to 8:00pm Monday and from 11:00am to 2:30pm Tuesday at the church. Arrangements are under the direction of the Phelps & Son Funeral Home.



**1. Recruit right personnel at the right time** A person can be having a great degree of knowledge as well as strong network who is eager to close deals with clients. But it can be harmful for a company's well being. Sometimes marketing team emphasizes only on lowest prices. They forget to pay attention to engineering and quality aspects. This casts an ill effect on the company's reputation. The effect will depend on the company's life cycle. There are three life stages in a company's life and not every employee is suited for every stage. The three life stages are-

**Scouting**– This is the preliminary stage of a company. At this stage, [business development deals](#) with identification of various entry points to market. Various leverage points are identified and the concerned internal team is provided with feedback of market analysis. The key skills involved here is collaborative work with the product and engineering teams.

- **Testing**–At this stage, the business developer will close a few open deals in order to test the assumptions made from the market and input various findings. Analytical skill sets for setting up a measurement framework is required. The framework will depend on the company's mission, strengths and vision.

- **Scaling**– After the data is gathered from each and every deal, a path is laid down for goal fulfillment. After this, business development is all set to start closing for deals. An entire support system for future activities is created.

**2. Look for the right opportunity-** The contacts with whom you are dealing must be cross checked as well. [Dealing with the right person is very important](#). This practice leads to unwanted wastage of time. It is very important to identify the potential clients with whom you can do business. Scanning of the market for fruitful associations is vital before starting dealing with prospects. If this step is omitted, you will find that you are already drained out, yet no positive associations have been made. Focus on those clients who actually matters to your business rather than digging your head in unwanted ones.

**3. Stop talking too much** When you are speaking for more than 50 percent of the time, you are actually talking 10 times excess. Your job is not to blurt out everything, but understand and probe the client's perspective, his problems, issues, type of work done, time taken etc. Be an active listener if you really want to develop your business. You will always be a favorite vendor in a competitive economy if you hone your listening skills.

**4. Focus on your client's requirement** Don't present what you are offering. Present what the client needs. Do not talk about your offerings instead listen carefully the client's requirements, preferences. If you listen carefully to your clients, you can modify your own pitch to match the client requirements which in turn increase client satisfaction rates. Always pay a keen attention to the clients' issues so that you customize your offerings as per his needs. If a client fails to get what he desires, then the chances of doing business with him is minimized. He will not select you as his business partner and instead look for other prospective partners.

**5. Be Important** It is a well known idea that [important people love to deal with other important people](#). Be active within your business associations. To be part of those organizations that fulfill your business needs and where you can interact with prospective clients. You can offer volunteer services to industry experts to gain visibility as well as to capture high value targets. You can climb the corporate ladder to gather the desired prestige in your concerned industry. If you succeed in doing so, the successive orders are bound to flow in your company. Remember, people like to deal with the creamy layer or the winners in their respective areas of expertise.

**6. Main motto: Client Satisfaction** There is nothing in the world which is worse than a furious client. Not only it spoils the relationship of yours with the client, but it is also harmful to your company's reputation. Forget about everything else and fix your client's problems first. If you take a quick action once your clients complaints about an issue, you will make an enthralling impression on your client. You will get applause from your client and your name will be circulated in your industry members. Remember to practice empathy when dealing with clients. Place yourself in your client's position and feel his problem. By doing so, you will be effectively nurtured your business.

**7. Provide excellent service** After you successfully influenced your clients and got business from them, it is time to make them [happy with your amazing services](#). Stick to the deadlines fixed with your clients. Be a perfect guide throughout the whole process. If you succeed in making your clients satisfied, they will be offering you repeat business as well as new business opportunities. Who knows, you may be rewarded with something exceptionally good.



**8. Qualitative vs Quantitative approach** Many businesses focus purely on qualitative business value proposition and gives less importance to the other factors. But this is not a wise idea. This plan has a high probability of failure and is quite difficult to achieve. There is also a minimal probability of the market to pay higher for a premium service. The market is not ready to spend extra bucks even if they get improved user experiences and better services. As a result, the quantitative aspect of the business increases the chances of success. Creating competitive lowest prices will surely attract more clients. This in turn will maximize your revenue generation.

**9. Stop saying: I don't have any time** Time management is a crucial skill which every business owner needs to know. It is all about prioritizing work. Important work needs to be done first and less important jobs can be done later. You can also have a great business idea in the silliest of time. Managing your time wisely is one of the most crucial tasks, especially when you are a business start up. Balancing time between operational activities and business development activities is an art which you need to master. This can be done only when you spent less time on useless stuff and allocate more time to vital tasks.

**10. Innovation at its best** Innovation is the best way to be at the top of the competition. When you offer your clients something unique then there is a high probability that your client will do business with you. Everyone prefers products or service that are new to the market. So why don't you go out of the box and have some awesome ideas? Offer your clients something which no one is offering. Innovation may involve new methods, ideas, workflows, process flows which will be beneficial for companies.

**The role of business development Strategies is extremely crucial in the first stages of a new business.** This phase decides the fate of your business. If you do it well, you will taste success soon or else it will take your business to a downward direction. You need to identify the winning concepts for your business. You have to brainstorm ideas in order to be successful in developing your business. Start looking for new niches for promoting your products or services. You can also apply your skills to a new field which can be beneficial. You can also search for existing product lines and offer a cheaper version of the same product. When you are doing a mix and match of ideas, it won't disappoint you in achieving your goals. Just be confident and be ready to RULE the world!



**CREATIVITY & INNOVATION  
FLOURISH HERE.**

**INCENTIVES FOR SMALL BUSINESSES  
& PROPERTY OWNERS**

- >> Rent Subsidy**  
Targeted for new businesses to Covington, this provides a 50% reimbursement of rent payments up to \$500 per month. Eligibility is for twelve months.
- >> Facade Improvement**  
Targeted for new or existing businesses, we will match your facade investment made by the building owner or business on a \$1 to \$1 basis. The maximum total benefit per business is \$6,000.
- >> Upper Floor Rehab**  
Targeted for mixed-use properties with current vacant space, this provides eligible property owners up to \$20,000 per unit for the redevelopment of vacant upper floor space into quality affordable rental housing.

**Interested?**  
We want to talk to you!

City of Covington  
Department of Development  
20 W. Pike Street, 2nd Floor  
Covington, KY 41011

**Contact**  
Ross Patten: Program Administrator  
Phone: 859.292.2144  
Email: [rpatten@covingtonky.gov](mailto:rpatten@covingtonky.gov)  
[www.covingtonky.gov/business](http://www.covingtonky.gov/business)

**CITY OF COVINGTON  
KENTUCKY**

**INCENTIVES FOR SMALL  
BUSINESSES & PROPERTY  
OWNERS**

- >> Commercial Rent Subsidy
- >> Facade Improvement
- >> Upper Floor Rehab

**#LoveTheCov**

Ready to take the plunge into small business ownership?

Covington, Kentucky Government is ready to help! The Small Business Incentive can provide up to \$500/month rent subsidy for 1 year, or a 50/50 match for facade improvements.

Check it out to see why Covington has so much to offer small business owners and employees.

The next deadline to apply is October 26th. For more information, please visit <https://www.covingtonky.gov/.../small-business-program->



# AMAZING RACE PINEVILLE

Saturday, October 27, 2018 at 10 AM – 7 PM

Registration \$60 per team

Teams of 2 people

Registration includes t-shirt (please specify size upon registration), water, supplies to get you through the race.

Teams will begin on the Courthouse Square in Pineville at 10:00 a.m. Transportation will be provided to some locations. Activities may include, eating challenges, kayaking and/or rafting, hiking, running, sports competitions, scavenger hunts, puzzles, trivia, and more. Participants should be in average shape or better physically and mentally. Prizes will be awarded at random legs of the race as well as the GRAND PRIZE \$1,000 at the end. See our Facebook page for Complete rules and regulations.





From LaGrange Main Street!

Thank you William Beecher Jr. for the publicity in Trains Magazine page 2 in the November edition. This was used in an advertisement for a camera.



Lens: Sigma 14-24mm F2.8 DG OS HSM Art 17mm  
Shutter: 1/1600 sec. Aperture: F5.6 ISO Setting: 400

Photos: © William Beecher Jr., 2016.  
All rights reserved.



## Sigma Wide-Angle and Medium Telephoto Zoom Art Lenses

It's a hot summer afternoon in downtown LaGrange, Kentucky. Main Street is buzzing with commerce, bluegrass musicians are set up by the cafe, CSX train Q221 makes its appearance - and photographer William Beecher is on hand to document this unique slice of Americana. "The cramped street canyon seems designed for a wide-angle shot," Beecher says. "I'm ready with the Sigma 14-24mm F2.8 DG HSM Art lens on my camera. It's perfect for opening up the scene."

The Sigma 14-24mm F2.8 DG HSM Art is the ideal ultra-wide-angle zoom lens for the most demanding photographers. With a constant F2.8 aperture throughout the entire zoom range, it's designed for \$0-megapixel-plus cameras for outstanding high-resolution image quality. An updated Hyper Sonic Motor (HSM) provides fast and accurate autofocus. Railfan photographers will appreciate the dust- and splash-proof construction with special sealing at the mount connection, manual focus ring, zoom ring, and cover connection.

"The unmistakable sound of a train whistle warns street traffic to clear the way, just as the kids strike up a train song, which is the king on the cake. I'm in heaven, thanks to my Sigma 14-24mm F2.8 DG HSM Art lens!"

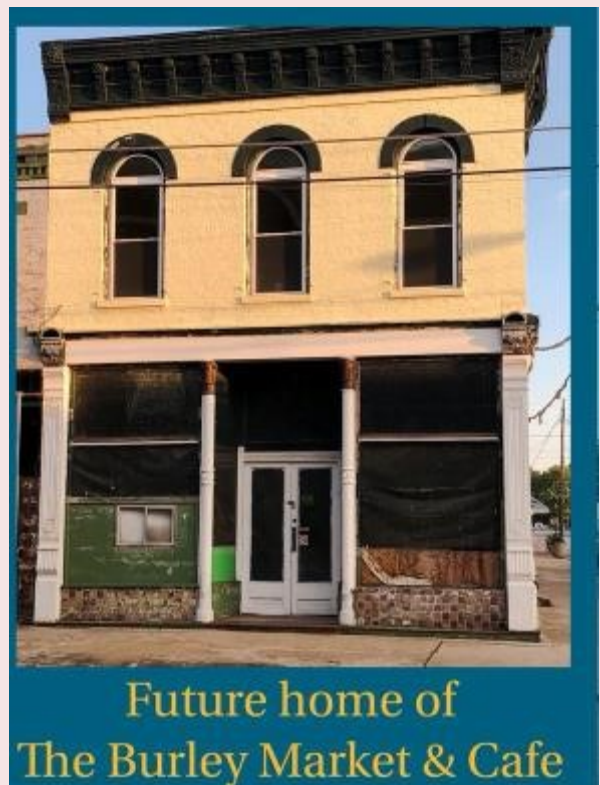
Since 1961, Sigma has developed technologies that enable photographers to capture perfect images. Today, Sigma is a top choice for railfans worldwide. Sigma lenses are handcrafted at our single factory in Aizu, Japan.

## Bell Co. Small Business Network Kickoff Lunch

Have a business in Bell Co. or thinking of having one? Join us for a small program and survey. Lunch is on us! Special guest speakers from CEDIK about business expansion, retention and the Bell County Opportunity Zone

RSVP: 606-499-9029  
Alexander Arthur Museum  
Middlesboro, KY  
Nov. 5, 11 AM - 12 AM

This project is a partnership between Bell Co. Chamber of Commerce, Bell Co. Tourism, Main St. Pineville, Middlesboro Main Street & CEDIK.



In a few months.....The Burley Market & Cafe is coming to downtown Cynthiana!

It's a unique blend of an indoor farmer's market-like retail shop, a cafe, and bar. We will offer a full-service coffee bar, lunch specials, evening cocktails/wine/beer and small plates, and sell local/Kentucky Proud products as well as assorted kitchen and dining products. The focus? Gatherings around the table, ours or yours, that are filled with love, great food, and drinks.

The Burley Market & Cafe business model is a reflection of my motto-eat well, drink well, play well, live well.

We're looking forward to eating, drinking, playing, & living well with you in downtown Cynthiana!

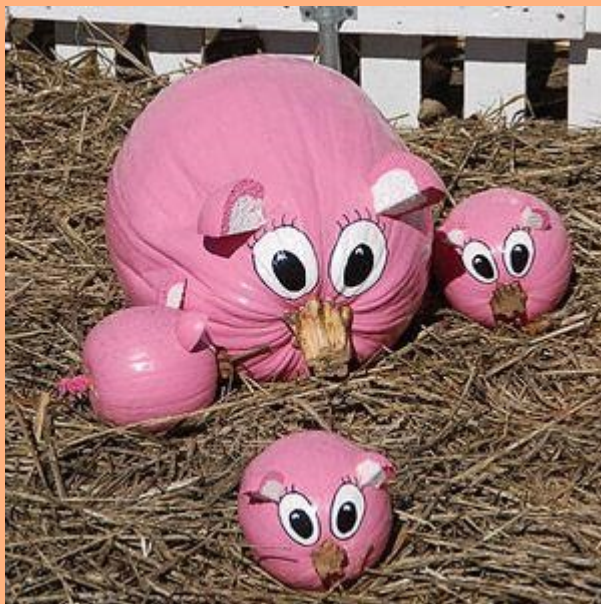
Cheers!

-Noel & Karey





It's the scarecrow fest in downtown Scottsville!



Pumpkins spotted in Cadiz, home of the ham festival!



Saturday, October 27, 2018 at 6 PM – 8 PM



The Annual Pumpkin House and Halloween Costume Contest will be on October 24th at The Stafford House at 6pm. Judging for Pumpkins will begin at 6pm. All Pumpkins will be displayed for public viewing and must be received before the 24th. Decorated or Carved. Costume Contest judging will be at 7pm. Come join us! Hot Chocolate, Spiced Cider and Cookies will be served.



Happy Birthday today to Julie Wagner,  
Harrodsburg

And Happy Belated to Tracy Robinson, Guthrie!  
She celebrated on October 14th!



Allen County  
SCOTTSVILLE  
**FARMERS MARKET**



**AT BOO BASH**

**Saturday, Oct. 20 from 4 - 9 pm**  
*Downtown Scottsville Square*

**HOGUE FARMS IS BACK!**

*Fried Pies, Caramel Apples, Cider  
Apple Butter, Jams & Jelly  
Apples, Sweet Potatoes, Zucchini  
Local Honey & More!*

**TRICK OR TREAT HOURS  
FOR  
WILLIAMSBURG**



**ARE SET FOR  
WEDNESDAY,  
OCTOBER 31, 2018  
FROM 5:30 TO 7:30**



**Hosted by Williamsburg Main Street**



Brought to you by Main Street Winchester 6:00—8:00 pm



Hosted by Heart of Danville October 31st 5:30—7:00



Had a great meeting with Jason Smith, Food Network's Best Baker, in America yesterday. We're excited to have him helping with a special event for the 40th Anniversary of KYMS in April!! More to come!