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Business Owners to Learn and Practice the World's Only Profit Growth System Based on Scientific Methods

For Immediate Release

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WILLIAMSPORT, PA – IMC will be hosting a Profit 101 growth workshop on Tuesday, October 20 at 8 a.m. in Williamsport. Business owners who attend will learn a reliable, proven system for increasing profitable sales by at least 10 to 20 percent per year or more. Because it is the only profitable growth system based on scientific methods, businesses can now reliably maintain that growth year after year.

Participants in the Profit 101 growth training workshop will learn the USA's #1 growth system from the USA's #1 growth network. This is done by coaching program participants through a highly interactive simulation of creating growth ideas for a fictional company. In other words, it is a "learn-by-doing" approach.

Profit 101 is part of the Eureka! Winning Ways® method based on the latest academic research and the world's largest continuing analysis of how to best grow top-line sales for small and mid-sized companies. It has been used by many of the largest corporations for over 20 years and is being introduced to small businesses through the National Institute of Standards and Technology Manufacturing Extension Partnership (NIST MEP).

In the half-day, Profit 101 Simulation, participants learn:

- How to apply a reliable PROFIT-driven innovation system throughout all departments.
- How to leverage current capabilities to attract new PROFITABLE customers.
- How to lead current customers to new PROFITABLE products or services.



Eureka! Winning Ways® concepts and systems have been used for over 20 years to help create and research business building ideas for corporations such as Walt Disney, Nike, Proctor & Gamble, Johnson & Johnson, Hewlett-Packard, American Express and AT&T. This system uses scientific methods to help business leaders find, filter and fast track innovations that are meaningfully unique versus the competition.

The Profit 101 growth training will be led by a certified growth coach from IMC. IMC is the only organization licensed and trained to deliver the Eureka! Winning Ways® system in our region. IMC has been using these methodologies to help clients develop innovative products since 2006.

The Eureka! Profit 101 workshop will be held Tuesday, October 20, 8 a.m. in Williamsport. Cost is \$50/person. Advance registration is required. For further information on the workshop contact Lauri Moon at 329-3200 x8085 or laurim@imcpa.com.

Established in 1988, IMC is one of PA's seven Industrial Resource Centers (IRC) delivering key business strategies and solutions to progressive manufacturers located in the 12-county region of Central Pennsylvania. IMC strives to enhance manufacturers' competitive performance by assisting them with regional, state and national resources. IMC is an affiliate of the U.S. Department of Commerce, NIST Manufacturing Extension Partnership and supported by the Pennsylvania Department of Community & Economic Development.

For more information on IMC visit www.imcpa.com or contact Lauri Moon, Marketing & Events Coordinator at 329-3200x8085 or laurim@imcpa.com.