

SVTC



Silicon Valley Transit Consultants

1742 North First Street, Suite 400
San José, California 95112

HOSTED BY SVTC AND VTA

MENTOR PROTEGE' WORKSHOP #3

Marketing, Teaming and Operations:

Keys to Growing Your Business

**Noon, Thursday
June 10, 2021**

Presenter: Robert Luster
Luster National, Inc.

Strategic
Partnership





Marketing, Teaming & Operations:

Keys to Sustaining and Growing Your Business

Presented by

Robert Luster, President

Luster National, Inc.

About Robert Luster and Luster National, Inc.



Robert Luster is the President of Luster National Inc.; www.luster.com.



Goal of the Presentation

Helping you to grow your business and
achieve financial independence.

Key #1 - Have a Business Plan

- Wealth is the ability to create and sustain financial independence
 - Know what your number is
 - Make a plan
 - Work the plan
 - Review the plan
 - Align the plan with your company's business plan

Key #2 - Staffing for Success

- Functional Subject Matter Experts
- Back-Office Staff
- Sales Team
- Outside Support Team
- You – The Owner

Key #3 - Successful Marketing & Teaming

- Getting to know the SVTC JV
- What is your value add
- Beyond the VTA where are members of the SVTC JV providing services
- Situational awareness quotient

Key #4 - Strategies for Financial Independence



Q & A

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Space is limited!

email - carol@minoritybusinessconsortium.com

Strategic
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