

For Immediate Release

## **New Seminar Develops Business Communication Skills**

### ***Sigma Business Management, Inc. Launches “The Business Professional” Seminar***

GAINESVILLE, VA (01/15/2013) Business management firm Sigma Business Management, Inc. announced the launch of a new seminar series designed to develop professional business skills for owners and employees of small and medium businesses. The “Business Professional” Seminar is an intense, hands-on, one day seminar that covers professional business networking, effective presentation methods, building a professional online presence and managing productive meetings, communication skills critical to the success of every business professional.

Training for most small and medium business employees focuses only on vocational skills, leaving even the best performers unequipped when asked to take on business and management duties.

“Expecting good ‘technicians’ to automatically be good business people is like assuming a good actor is automatically a great director or producer!”, states Gorman, “but with the right training on critical business skills, good ‘technicians’ often become the best business leaders.”

The first full-day, public seminars are scheduled for January 29<sup>th</sup> and February 27<sup>th</sup> at the Sigma Business Management offices in Gainesville, VA. The seminar will also be offered as a private session for companies with several employees. For more information and to register visit [www.BeBetterAtBusiness.com/BizProfessional](http://www.BeBetterAtBusiness.com/BizProfessional) or call (703) 468-1465.

### **About Sigma Business Management, Inc.**

Sigma Business Management, Inc. was founded in 2008 to help business owners be better at business. The company offers strategic business and marketing planning with financial projections, meeting planning and facilitation services and business management education, designed specifically for small and medium businesses. In addition to these business services, Sigma Business Management hosts Be Better At Business TV, a weekly, live, online talk show focused on better business management. Visit [www.BeBetterAtBusiness.com](http://www.BeBetterAtBusiness.com) for more information.

### **Contact:**

Jamie Gorman

(540) 270-0717

[jlgorman@bebetteratbusiness.com](mailto:jlgorman@bebetteratbusiness.com)