

Small Business Center at Forsyth Tech

“Increasing Business Success”



If you are an entrepreneurial thinker and would like more information about starting or expanding a business, contact the Forsyth Tech Small Business Center for free information, including small business seminars and one-on-one counseling.

336-757-3810
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27101



Marketing Communication

Forsyth Tech continues to be pleased with our partnership with Black Business Ink and its readers. Many of you have contacted us to let us know that the information that we share helps your businesses to be successful. Please continue to give us feedback about our articles and the services that we provide at the Small Business Center. There is no shortage of opportunities for knowledge and skill development!!!

This month, I want to discuss marketing communication. This is one of the biggest challenges faced by our small business clients. Here is a list of specific challenges and how we have helped our clients address them:

Business Pitch (30-60 seconds)

- Many of our clients have brief opportunities every day to clearly communicate what they do and how they provide value to their customers.
- We offer opportunities to meet with a business counselor who specializes in helping business owners to create an outstanding pitch.

Presentations (3-7 minutes)

- Many of our clients have been given or anticipate being given opportunities to provide a presentation about their business. It is essential that they understand their audience in order to clearly communicate what they do and how they provide value to their customers.
- We offer a monthly presentation clinic with our presentation coach who specializes in helping business owners to create outstanding presentations.

Social Media

- Many of our clients have struggled to determine which social media vehicles are best for them and their customers.
- We offer opportunities to meet with a business counselor who specializes in helping business owners to maximize their use of social media.
- We offer a monthly social media strategies clinic.
- We offer a monthly LinkedIn clinic.

Capabilities Statement

- Many of our clients have struggled to create documents stating what they can do well.
- We have arranged for our clients to meet with our business counselors on a one-on-one basis to create capabilities statements.

Marketing and Sales

- Many of our clients have struggled with the variety of marketing activities that should result in an increase in sales.
- We offer a monthly meeting with our marketing and sales coach to explore which activities are appropriate and effective.

You may visit our website at www.forsythtech.edu to learn more about these and other events. It only takes about two minutes to register for the opportunities of your choice. Feel free to stop by our office at 525@Vine in Wake Forest Innovation Quarter just east of the heart of downtown Winston-Salem. You may also contact us at SBC@forsythtech.edu or by calling (336) 757-3810. The objective of the Small Business Center at Forsyth Tech is to help small businesses succeed by providing high quality, readily accessible assistance to prospective and existing business owners in Forsyth and Stokes counties. Our motto is “Increasing Business Success,” which describes our commitment to clients. The N.C. Community College’s Small Business Center Network assists in starting an average of more than 700 businesses each year and the centers have an economic impact in 90 percent of all N.C. counties each year, helping to create and retain over 3,600 jobs annually.