

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.

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What Prevents Business Success?

Starting and managing a business is hard!!! A high percentage of new businesses fail within their first five years. I mentioned in my last article that one of the factors contributing to failure is the lack of connections that increase the likelihood of success. The team at the Small Business Center has worked with many successful businesses. You can read about some of them on our website at www.forsythtech.edu. We have also worked with businesses who have yet to experience success.

I am pleased that we offer a variety of services that increase the likelihood of success. On the other hand, I was recently contacted by a news reporter who shared information about poor performance of small businesses in our area. Although I was not familiar with the study that he referenced, I mentioned a few issues that I feel prevent success. These issues include:

1. There is a lack of awareness of resources.
2. There is a lack of planning and preparation.
3. There is an inability to clearly communicate their unique value proposition.
4. There are many business owners who function without mentors.
5. There are many business owners who do not network effectively.

The Small Business Center is ready to address each of these issues. Many of our clients have experienced increased success as a result of our support. Here is what we have to offer:

1. Awareness of resources: Our website is loaded with written and video resources. We maintain partnerships with organizations prepared to support small businesses.
2. Planning and preparation: A primary focus is to help business owner's position themselves for success.
3. Communication of value: We help business owners develop their value message to existing and potential customers.
4. Mentors: We maintain a team of business counselors with expertise and experience to support business owners.
5. Networking: We teach people how to network and regularly share information about networking opportunities.

You may visit the Small Business Center website at www.forsythtech.edu to learn about our services. 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.