

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
SBC@forsythtech.edu

525@Vine Street
Winston-Salem, NC
27101

ForsythTech
at innovation quarter™

Why Visit the Small Business Center?

In my previous article, I discussed several resources of the Small Business Center. For example, we started a YouTube channel because there is so much good news to share. We include a video in most of our weekly newsletters and store them in our YouTube channel. In these videos, we often promote upcoming or ongoing educational events at the Small Business Center. We also share brief conversations with our clients who have started their businesses. You are also likely to see videos that encourage your participation in community events such as Venture Cafe and the Triad Minority Business Expo.

This month, I wanted to discuss the three main reasons why people establish and maintain relationships with the Small business Center. The first reason that people come to us is to start their business. Many people have great ideas and are not sure of the steps to take in order for their dreams to become reality. Some people are in idea stage while others have done several things to prepare for their new venture.

The second reason why people come to us is because they are already in business, however, they need advice on how to increase sales and/or how to improve their relations with existing customers. Every business needs a sales strategy and it needs to be revisited regularly because our markets and customer expectations often change.

The third reason why people come to us is that business owners have encountered a problem and want our help to determine its resolution. We often work with business owners to help them to develop better bookkeeping strategies. We have helped business owners to create leadership and succession plans.

For these reasons and many others, we offer a variety of business education events. We also have a team of business mentors who meet with business owners on a one-on-one basis to work through various ventures, challenges, and enhancement opportunities. We are confident that we can help you to stay (or get back) on the road to success. We look forward to supporting you.

You may learn about our services at www.forsythtech.edu. 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 800 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 2,800 jobs annually.