

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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Business Organizations

In my December article, I discussed the importance of effective business communication. The Small Business Center can help business owners to understand the changes that they need to make in order to increase their success. In particular, we often interact with business owners who struggle with email. In addition to the sheer volume which overloads us every day, we must be strategic in the ways in which we use email.

This month, I am pleased to discuss the importance of business organizations. Team at the Small Business Center thinks that it is essential for small business owners to align themselves with general and industry-specific business organizations. Every business owner can benefit greatly from organizations that offer connections, education, and advocacy. You will find that the best organizations for you are local while others are statewide or national.

Involvement in business organizations will help you to connect with and understand the needs of your customers. You will also learn plenty about the resources available to help you to serve them more effectively. In addition to several local organizations, the Small Business Center has partnered with state and national organizations. This better ensures that we learn the best practices that increase the likelihood of enhanced success.

We would love to partner with you. We can help you to determine which organizations are the right fit for you. We can help you determine a strategy for engagement with organizations. You may visit the Small Business Center website at www.forsythtech.edu to learn about our services. 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.