

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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Small Business Roundtables

In my article last month, I discussed the importance of collaboration. Regardless of the type of business, we are much more likely to be successful when we align ourselves with others who are committed to similar objectives. We must learn to create and maintain partnerships that contribute to our success. This will enhance our ability to meet our customers' needs, and therefore, increase our business success.

This month, I am happy to share some of the results of collaboration. In the summer of 2014, the Small Business Center partnered with The Enterprise Center to establish a monthly small business roundtable series. The Enterprise Center offers start-up and emerging companies a low-cost office space and exceptional level of support from the business professionals and organizations as well as faculty from Winston Salem State University. Their associates have access to an array of services, including workshops and legal services, one-on-one mentoring and market support.

During our interactive sessions, a small group of entrepreneurs explore ways to increase the success of their businesses. Participants help to decide what topics we discuss. In July, our discussion topic was an overview of the Small Business Center. We provide seminars, roundtables, clinics, and numerous resources to prospective and existing business owners. We also discussed our marketing collateral. Participants provided feedback to each other regarding the impact of business cards, brochures, and websites. In August and September, we held clinics to refine our business pitches. In our October/November roundtable, we developed a list of 22 ways to promote business growth. In December, we shared our networking best practices. We created a list of 30 of them. In January, we learned how we can conduct business research with free resources to:

- Identify Sales Prospects
- Research Competition
- Find Sources of Supply
- Improve Sales
- Target Your Market
- Create Custom Lists

We would love for you to join us during our future roundtables at The Enterprise Center. We have also initiated roundtables with other organizations including The Urban League, West Salem Square, Lewisville-Clemmons Chamber of Commerce, and Forsyth Business Connections. Additional topics have included marketing strategy, customer engagement, website workshops, reputation marketing, and social media best practices. Let me know if your group would like to collaborate with us for more roundtables.

You are invited to visit our website to learn more about the Small Business Center. Our motto is “Increasing Business Success” which describes our commitment to our clients. The NC Community College’s Small Business Center Network assists in starting an average of more than 650 businesses each year. Small Business Centers have an economic impact in 90% of all NC Counties each year, helping to create and retain over 3,000 jobs annually.

Visit us at www.forsythtech.edu and type “sbc” or you can visit us in person at 525@Vine in Innovation Quarter. Feel free to contact us at SBC@forsythtech.edu or by calling 336-757-3810.