

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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The Business Pitch

In my previous article, I discussed ways that we raise awareness about the success stories of the Small Business Center. We have helped numerous businesses to start and grow. Our objective is to provide information and resources necessary for business success. There are several ways that you can learn about our clients.

This month, I want to discuss the importance of the business pitch or elevator speech. On any given day, business owners are asked to briefly share what they do. In addition to sharing what we do, it is essential that we communicate how we provide value to others. We offer a variety of educational events to help current or potential business owners how to effectively (and concisely) do just that.

During one of our events a few months ago, we discussed five types of business pitches. In addition to discussing these pitch types, we took turns practicing them. In different situations, each type may be used to communicate value to the audience. The five types that we discussed are:

- Information Pitch
- Call to Action Pitch
- Problem Solving Pitch
- Invitation to Celebrate
- Rambling Rose/Roger

The Rambling pitch is the most common, however, it often leaves the audience unsure of what someone does and how they can provide value to someone else. The other four types are much more effective in communicating who we are and why someone should consider partnering with or buying from us. For more information about these types of pitches, visit Margaret Morris' Linked Profile to view the articles that she has written. She attended this educational event and wrote a very good summary of these five types of business pitches.

You can learn about many opportunities to enhance your business pitch by visiting our website or participating in our educational events. We want to help you to achieve your dream of starting a new business or realizing more success if you already own a business. Our team has the experience and expertise to help you to overcome most challenges that come your way.

You may learn about our services and clients 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 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 3,800 jobs annually.

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