

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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Relationship Marketing

In my previous article, I discussed our monthly educational event series called Small Business Roundtable. Since 2014, the Small Business Center has partnered with The Enterprise Center. This former Salvation Army Boys and Girls Club is managed by the Simon Green Atkins Community Development Corporation. Winston Salem State University founded the CDC several years ago in order to foster community-based leadership focused on revitalizing the neighborhoods surrounding Winston-Salem State University.

This month, I want to discuss relationship marketing. Relationship marketing plays a key role in the success of the Small Business Center. Usually when business owners discuss marketing, they focus on the various tools associated with advertising. Traditional marketing methods are important and should be used whenever they are deemed effective.


Additionally, relationship marketing involves connecting with others and building relationships. These relationships often lead to more repeat business and business from new clients. The purpose is to leverage relationships in order to connect with and engage in business with current and prospective clients. Examples of the Small Business Center use of relationship marketing have included the following:

- Networking Events
- Community Events
- Business Mentors
- Small Business Center Ambassadors
- Business Partnerships
- Social Media
- Supporting Other Organizations
- Speaking Engagements
- Board and Committee Participation

We want to create and enhance our relationship with you!!!

You can learn about many opportunities to enhance your business 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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