

Presentation to:

REGIONAL DEVELOPMENT CORPORATION

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SANTA FE AND NORTHERN NEW MEXICO

SCORE

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# What is SCORE?



**10,000+ volunteers serve  
across 300+ chapters!**

- The premier source of free business mentoring and small business education
- Nation's largest network of volunteers who serve as expert business mentors
- A business organization run by volunteers

# Top Small Business Challenges



**Challenges will continue for the life of your business -- but we have the resources to help you every step of the way**

- Marketing and sales
- Taxes
- Business planning
- Cash flow
- Technology
- Government regulations
- Insurance
- Hiring/managing new employees

# Mentoring and Business Success



**SCORE** mentors have expertise and practical experience in the business world

## Businesses with a mentor:

- Have a solid business survival rate at five years
- Are three times more likely to see revenue growth
  - Revenue growth is more than 75% improved on average
- Are more profitable
  - Business owner compensation is double
- Create more jobs
  - Average one additional employee per year
- 90% note that their mentor helped

# SCORE Santa Fe

- Free, confidential business mentoring – at no cost
- Local workshops
- Business Owners Councils
- Online expert resources
- Volunteer opportunities



**Develop your own path to small business success**

# Mentoring



**Get individual guidance from certified mentors at no cost in confidential sessions by a team of experts**

- Provides accountability and direction but you own it and you do it!
- In person, by phone or online via Zoom
- You determine the scope and number of mentoring sessions
- Flexible days and times



# Local Workshops



**Business planning, marketing, accounting, insurance, human resources, funding, legal issues are a few of the workshop topics we offer!**

- Knowledge provides a competitive edge
- High-interest topics are presented by industry experts
- Presentations via Zoom
- Low- or no- cost

## Essential Webinars You Don't Want to Miss!

- ✓ Jan 28th – Gig Employment, Contract Work & the New Employment Model
- ✓ Feb 11th – How to Perfect your Sales Technique, Sales Process & Build a Referral Network
- ✓ Feb 17th – Finding Your Followers: A Social Media Crash Course
- ✓ Feb 23<sup>rd</sup> – Developing & Managing a Successful Business Crowdfunding Campaign
- ✓ Feb 25<sup>th</sup> – How to Perfect your Sales Technique, Sales Process & Build a Referral Network (repeat)
- **Mar 11<sup>th</sup> – Emerging Business Trends: The Outdoor Recreation Economy in New Mexico**
- **Mar 16<sup>th</sup> – Write Your Business Plan**
- **Mar 18<sup>th</sup> – Custom Marketing to Reach Your Ideal Clients**
- **Mar 22<sup>nd</sup> – Seed Deals: How to Grow from Startup to Venture Capital**
- **Apr 21<sup>st</sup> – Own Your Intellectual Property! Learn to Protect it!**
- **May 12<sup>th</sup> – From Follower to Fan: Connecting with Customers Online**
- **May 27<sup>th</sup> – Successful Small Business Practices in an Unstable Business Environment**
- **June 15<sup>th</sup> – Productivity Practices for Small Business and Entrepreneurs**

**Register today at [santafe.score.org](http://santafe.score.org)**



# SCORE Online Resources



**Templates, tips, blogs, articles, success stories, live and recorded webinars -- and more**

- Distance learning programs feature webinars, virtual conferences and video mentoring at no cost
- Video mentoring is a highly effective way to engage for clients and mentors
- 10,000+ certified volunteer mentors
- 450 SCORE “virtual” mentors nationwide

# Volunteer with Us!

We are the  
voices of  
experience.



- ✓ Volunteering connects you to others
- ✓ It is good for your mind and body
- ✓ It can advance your career
- ✓ It brings fun and fulfillment to your life

**Join our team as mentor,  
facilitator or organizer!**

- Use your expertise to help small business owners take the next step
- Support our community in a meaningful way
- Build your skills and knowledge through our continuing education and training opportunities
- Pursue public speaking opportunities, attend national conferences and potentially work with national sponsors and alliance partners
- Hone leadership skills and build a personal leadership brand
- Learn new business tools and strategies to keep your mind and skills sharp!

# Contact Us

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FOR THE LIFE OF YOUR BUSINESS

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