

Santa Fe



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 <u>and</u> 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





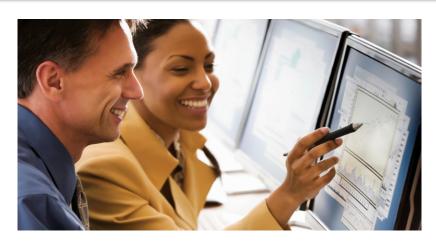
Essential Webinars You Don't Want to Miss!

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

Register today at 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!



- √ 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



FOR THE LIFE OF YOUR BUSINESS

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