

Turn to **SCORE** mentors for **Small Business Advice**

For the Life of Your Business

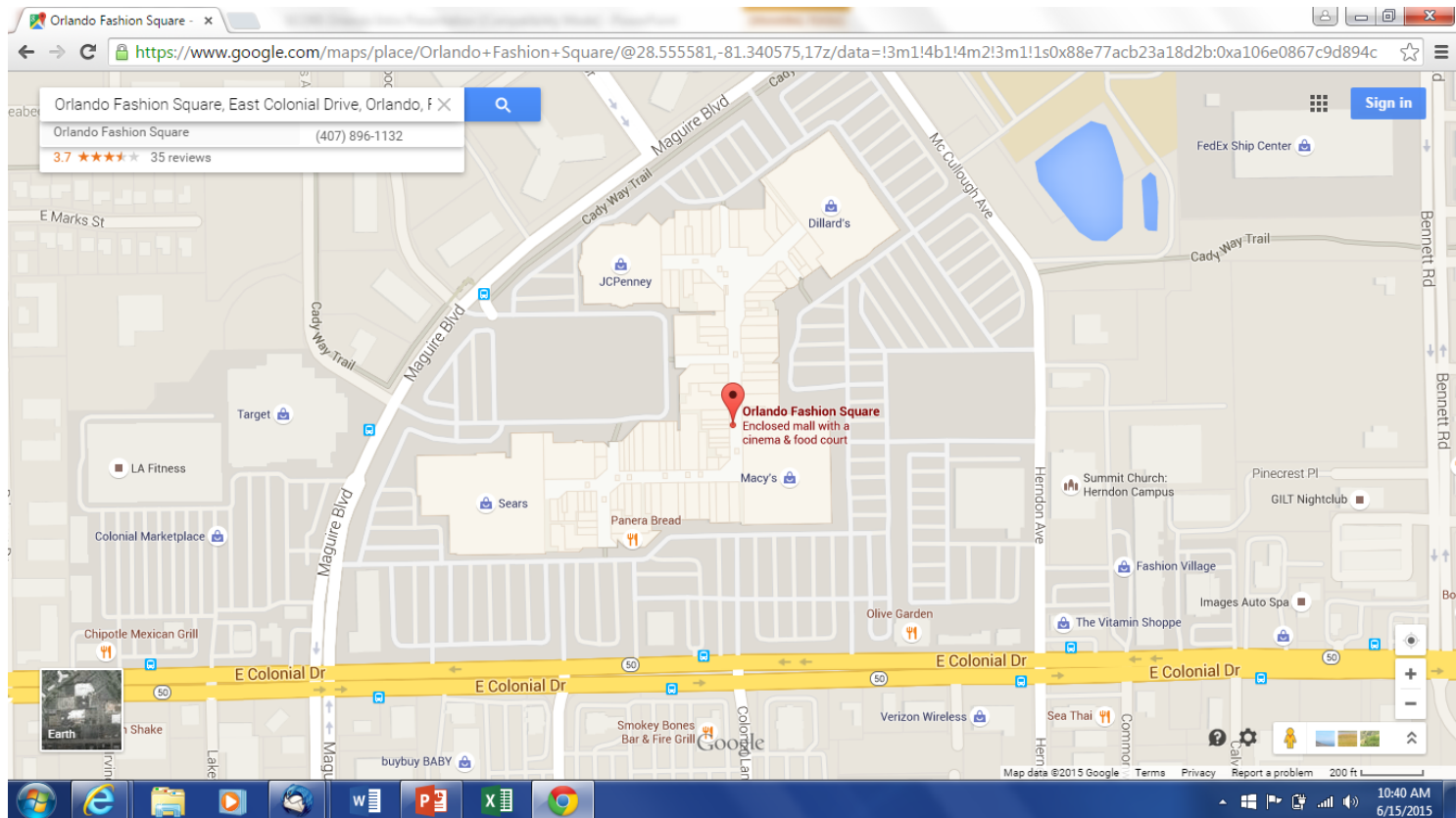


Who is SCORE?

- Non-profit volunteer organization dedicated to helping America's Small Business
- Resource partner of the SBA
- 12,000 experienced volunteer counselors nationwide, 362 chapters, about 25 in FL
 - www.score.org
- Orlando Office , with about 60 volunteers, 2 part time administrators
 - www.scoreorlando.org

Where are we?

- Located inside the National Entrepreneur Center in Fashion Square Mall



Why are we Unique

- Volunteer mentors
- Experience matters
- Average business experience of 25-30 years per person
- Both Corporate and Entrepreneurs
- Email mentoring available from anywhere

How can we help?

- Free one-to-one counseling
 - Confidential
 - By experienced business owners & executives
- Business seminars
 - Low cost
 - Can be coordinated with mentor sessions
- Tools, templates and resources
 - Local (www.scoreorlando.org)
 - National (www.score.org)



SCORE Mentor Expectations

We CAN....

- listen to client plans and help them clarify goals
 - steer clients toward sources to accumulate information and data which will help determine the soundness of their plans
- offer written material and coaching through the business plan
 - be supportive and offer encouragement

SCORE Mentor Expectations

We CAN NOT....

- tell clients what kind of business they should try to establish
 - give money
 - make decisions
 - do the work

Let us Help

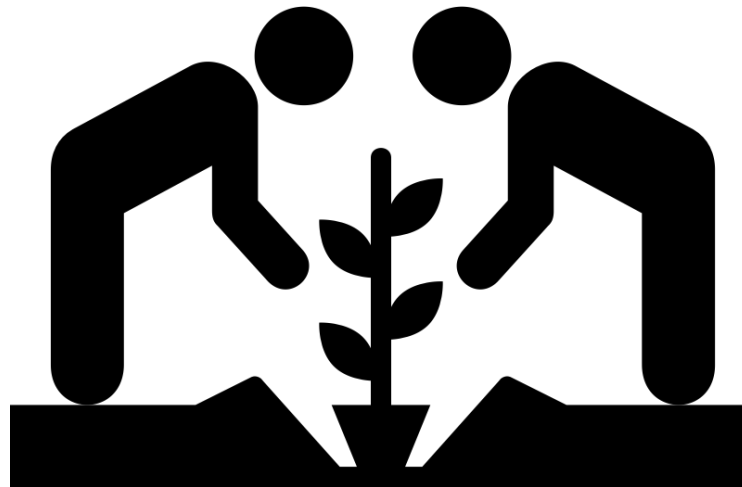
Steps to Success

- Drive topline sales
 - Define your brand and stay true to it!



Steps to Success

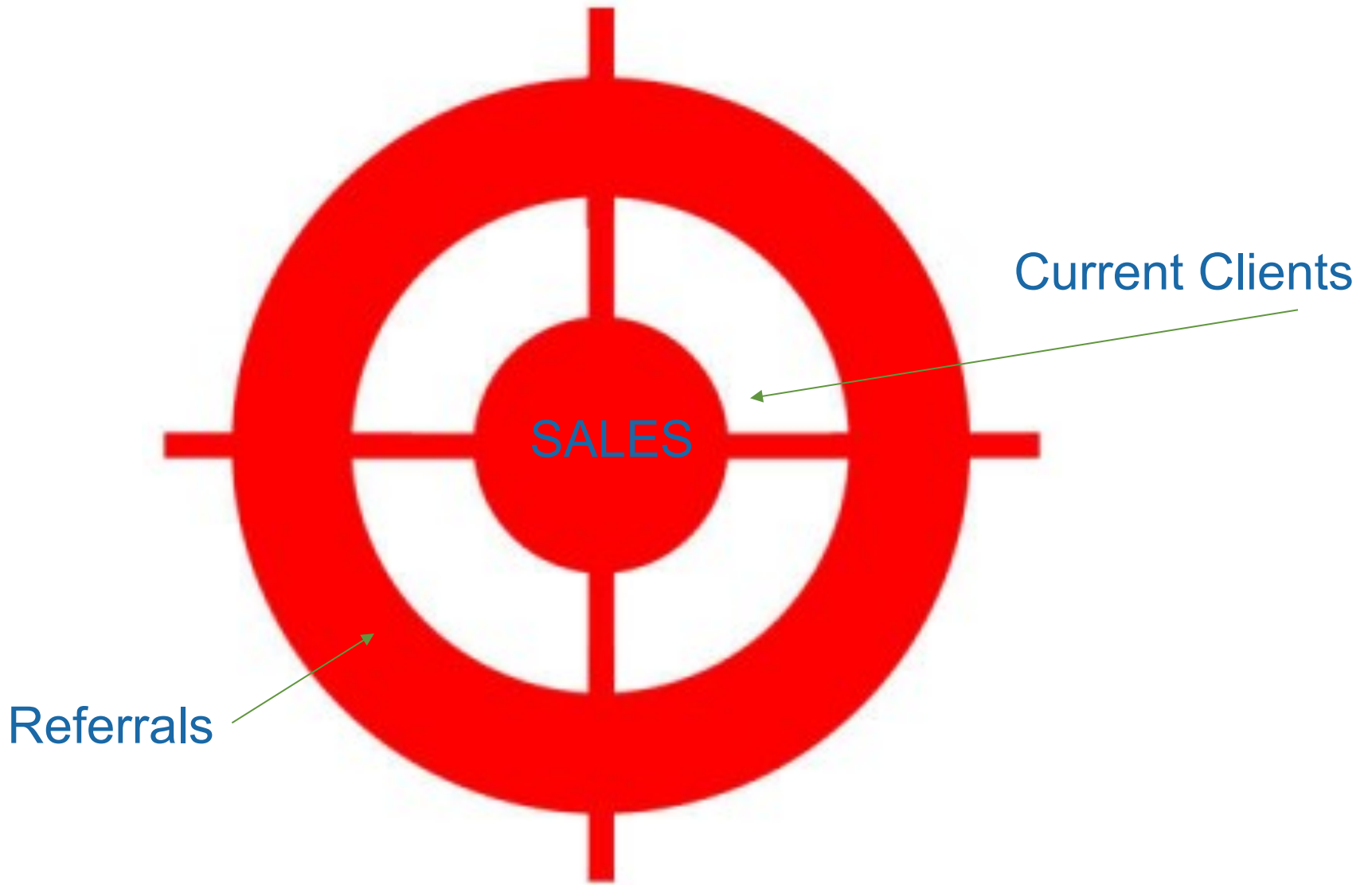
- Drive topline sales
 - Define your brand and stay true to it!
 - Increase sales per customer average
 - Increase customer count





Current Clients





“Fishing”

Current Clients

Referrals



Steps to Success

- Drive topline sales
 - Define your brand and stay true to it
 - Increase sales per customer average
 - Increase customer count
 - Your advertising plan
 - Know all of your key ratios

Steps to Success

- Drive topline sales
 - Define your brand and stay true to it
 - Increase sales per customer average
 - Increase customer count
 - Know all of your key ratios
- Control expenses
 - Manage fragile inventory
 - Manage all costs

Steps to Success

- Drive topline sales
- Control expenses
- Cash flow management
 - Don't trust anyone with your money!

Steps to Success

- Define your brand and stay true to it
- Drive topline sales
- Control expenses
- Cash flow management
- Strong accounting procedures

Steps to Success

- Define your brand and stay true to it
- Drive topline sales
- Control expenses
- Cash flow management
- Strong accounting procedures
- Mitigate Risks
 - Business Insurance
 - Cyber security
 - Employee background checks

To Do



TO DO

an **idea** is just a
DREAM until you
write it down...
THEN it's a
goal.

TO DO

- Have a plan and work your plan
- Develop your exit strategy!!

SCORE can help you with all of this!