

## Counseling

Tuesday, 20 June 2006

Last Updated Tuesday, 01 June 2010

Your Sierra College SBDC provides free, one-on-one business counseling and low-cost trainings to help you find practical solutions to business problems. Our job is one of education and guidance. Below is a partial list of services. Learn how to access assistance or contact us for additional information.

**Counseling Business Counseling Services Include:** Marketing Preparation of Marketing Plan Market Research/Feasibility Analysis Marketing Strategy Planning Guidance in Creating Promotional/Sales Materials Sales Strategy and Planning Low Cost Effective Marketing Tactics that Work Management Business Owner Knowledge Needs Assessment Business Goal-setting Business Plan Preparation Guidance and Review Business Ownership Compliance/Licensing/Permits Expansion Planning "Second Opinion" Issue Review Human Resource Planning Referrals for Manufacturing, International Trade, Government Procurement and Environmental Issues Buying or Selling a Business Finance/Accounting Budget Costing Financial Projections Cash Flow Analysis Bookkeeping and Recordkeeping Sources of Financing Loan Package Facilitation Finance Analysis and Planning Financing Record-keeping/Accounting Guidance Tax Planning How to Work with Business Advisors SBA Guaranteed Loan Program Pre-Qualifications

### Training

Low-cost, seminar and online classes are available in many business areas.

Visit [www.sccommed.org](http://www.sccommed.org) for listings and to register.

**How To Access Assistance** Assistance is available to both startups and established businesses. Start-ups Call 916-563-3210 and make an appointment for our Orientation series that will explain SBDC process and the basic start-up information that will allow you to make the most of your counseling sessions. After attending the Orientation series, call 916-563-3210 to make an appointment with a Lead Counselor who will help you assess your business needs, create a plan to address them, and assign you to counseling specialists if appropriate. Most small businesses will be guided to write a business plan to layout the financial, marketing, human resources and other relevant strategies to achieve their goals. The job of the counselors is to guide, educate and provide you with the resources to help you gain the confidence and competency to manage your business effectively. Established Businesses Call 916-563-3210 to make an appointment with a Lead Counselor who will help you assess your business's specific challenges, create a plan to address them, and assign you to counseling specialists if appropriate. If you do not already have a business plan, you may be guided through the process to create a strategy to maximize your potential and financial efficiencies or to help you survive a difficult challenge.