

Newsline

A Monthly Newsletter from the San Diego District Office



Volume 3 Issue 8

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Training Calendar

A list of events from SBA and our resource partners may be found at www.sba.gov/ca/sandiego under Training Calendar.

[May 17 – IRS Tax Workshop](#) presented by the SBDITC in Chula Vista, CA.

[May 18 – Small Business Orientation](#) presented by the NCSBDC in Oceanside, CA.

[May 22 – Tax Considerations for Small Business](#) presented by SCORE in San Diego, CA.

[May 23 – How to Write a Winning Business Plan](#) presented by SCORE in San Diego, CA.

[May 24 – Smart Marketing and Promotional Tactics](#) presented by the IVSBDC in El Centro, CA.

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SBA Forms Strategic Alliance with Black Business Association



Ruben Garcia, District Director, SBA, and Gail Spivey, President, Black Business Association of San Diego sign the Strategic Alliance Memorandum.

The district director of San Diego's U.S. Small Business Administration (SBA) office, Ruben Garcia, has signed a strategic alliance with the Black Business Association (BBA) of San Diego County and its president, Gail Spivey. The Black Business Association works to unite and empower San Diego's Black business community creating opportunities for professional development & economic growth.

The signed agreement is expected to allow SBA and the BBA to work together to improve business access to technological information through educational opportunities and SBA resources, and provide maximum financial opportunities and training to entrepreneurs. The

Black Business Association of San Diego County is a non-profit organization with the focus of economic empowerment for Black owned businesses and other minority-owned businesses to play an increasing role in the economy of San Diego County through advocacy, networking, training and other resources.

"I'm very pleased with the formation of the Black Business Association and its excellent leadership through Ms. Gail Spivey" said Garcia. "Gail has a strong background of helping entrepreneurs take their place as business owners and I know that she will do a great job of assisting potential owners to fulfill their dreams of small business ownership."

The collaboration between the SBA and the BBA is building a strong foundation for the future. The U.S. is in the midst of the largest entrepreneurial surge ever. According to SBA projections, nearly 672,000 new companies with employees were created in 2005. That's 30,000 more startups than in 2004, and 12 percent more than at the height of the dot-com growth in 1996.

"The Strategic Alliance Memorandum between SBA and the BBA marks the start of an important effort to enlarge and exchange services benefiting the outreach goals of the SBA and the needs of the developing Black business community" said Spivey.

Events Around San Diego



Ruben Garcia, District Director, SBA San Diego with Carlos Aguirre, MBE Certification & Development Director, Greater San Diego Business Development Council, at the 18th Annual Mexport Trade Show on May 3, 2007.



Craig Ruiz, City of Chula Vista; Ruben Garcia, District Director, SBA; and Lynette Jones, City of Chula Vista, at the 18th Annual Mexport Trade Show on May 3, 2007, at the Ocean View Hills Corporate Center in Otay Mesa, CA.



SBA Administrator Steven C. Preston and Ruben Garcia, District Director, San Diego SBA at the SBA Senior Management Conference in Atlanta, GA, April 18 through April 20.



Rosa Rodarte, Lead Business Development Specialist, SBA, speaks to attendees at the Dress for Success for Le\$\$ Conference sponsored by the National Latina Business Womens' Association of San Diego, at the Bahia Hotel and Resort on May 5, 2007.

SBA Launches Free Online Course & Assessment

The U.S. Small Business Administration recently introduced a new online training resource for budding entrepreneurs to provide the fundamentals of starting a small business. The **Small Business Primer Strategies for Success** online training is a free course designed to assist individuals who are thinking about starting a small business or who are in the early stages of running a business.

The **Small Business Primer** is a self-paced assessment tool that focuses on three key areas to help small business owners (1) determine their business readiness, (2) provide an overview of basic small business principles, and (3) introduce them to key SBA resources for small business counseling and training. The assessment tool is highly recommended and useful for

those who have considered starting a business or thought about what it takes to be successful as an entrepreneur.

The **Small Business Primer** is available through the SBA's Small Business Training Network, a virtual campus of business courses, trainings, education resources, learning tools and information assistance at www.sba.gov/training. It is a

unique training that features an interactive assessment tool to help evaluate readiness for starting a business. It also walks participants through the key steps of business start-up.

The business topics reviewed include business planning, legal aspects, financing and marketing. In addition, the course provides

See Assessment on Page 3

Ask SCORE for Business Advice

Prospecting: Part II

by Steve Alexander
Counselor, SCORE San Diego

Continued from April Edition

Question: *Normally if I am able to see a prospect I can make a good presentation. Actually getting to see a prospect, however, frustrates me with all the "I am not interested" responses. Do you have any different ideas I might be able to try?*

Answer: Here's the old prospecting call: "Hi, how are you today? This is Bill Gray. I work with Countem Up Software. We're the number one accounting software company in the industry. Our software is used by 3 out of 4 companies in this state. We won the award for most innovative Website at last year's Computerama show in New York City. I'll be in your area next week, and I just wanted to ask you if it would be OK for me to drop by and show you how we can help you. No obligation, of course. Would Tuesday or Wednesday be better for you?"

If you are like most people, you instantly go to "red alert"

when you get a call like that. Your sales resistance meter pegs at 1000 mega-no's, and if you are feeling at all charitable you say, "That sounds interesting. Could you send me something in the mail? What's your Website address?"

As the salesman making such a call, you dutifully agree to send him something and give him your URL. Then you follow up three

The prospect will probably say, "No." You should say, "OK, goodbye." It is a waste of your time and his to try and "build a need," probe for his "pain points," or any other such nonsense. He said he doesn't want what you are selling. That's all you need to know. Your prospecting call worked. You found out that this person does not want what you are selling. There was no gold in this mine. Dis-

don't want it you can tell me. It's OK."

If the prospect says something like, "I need more information," you say, "I can give all the details later. Right now, I need to know if you want accounting software that is used by 3 out of 4 of your competitors and costs about \$5,000, or not."

If the prospect says, "Yes," you have found someone who wants what you are selling. You still don't know if he can afford it. Using this approach, you will still only sell to only about two out of a hundred prospects (depending on your industry), but you will not waste hundreds of hours sending information, making appointments, driving all over town, following up, persuading, cajoling, and begging people to buy from you. You will spend a fraction of the time you did before to make a sale. And most important of all, you will go home at the end of the day feeling energized and happy.

Ask SCORE your question. Email sd.score@sba.gov or visit www.score-sandiego.org for additional information.

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more times, maybe even get an appointment, and you make a sale to perhaps one or two out of a hundred people like this. All-in-all, you will spend 10 or 20 or 40 hours to make a single sale.

The new call: "This is Bill Gray from Countem Up Software. I sell accounting software that is used by 3 out of 4 of your competitors and costs about \$5,000. Is that something you want for your company?"

qualify him and move on. Remember that your job is to find people who *already want and can afford* what you sell.

If the prospect says, "That sounds interesting...I could take a look at it...I'll listen to your pitch...maybe...etc," you ask, "Does that mean you want an accounting system for your company that is used by 3 out of 4 of your competitors and costs about \$5,000, or not? If you

Assessment

Continued from Page 2

links to more than 40 targeted resources and small business tools, such as a business plan template, and an automated balance sheet guide. The course also offers direct access to online counseling through SCORE, as well as to other SBA resources partners including the Small Business Development Centers, Women's Business Centers, and SBA district offices.

Participants that complete the online training have an opportunity to receive a Course Completion Certifi-

cate from the SBA. To evaluate your business readiness, go to www.sba.gov and click on "New Free Online Course."

The SBA's Small Business Training Network offers a range of online business training and counseling tools to assist entrepreneurs with business start-up, from developing marketing strategies to effective employee management. It also provides valuable information for existing small business owners. The training network is an easy-to-use tool that provides 24-hour access to business courses.

Visit SBA's new redesigned web site www.sba.gov!

The screenshot shows the SBA website interface with the following elements:

- Header:** U.S. Small Business Administration logo, tagline "Your Small Business Resource", and a search bar.
- Navigation Menu:** Home, About SBA, Newsroom, Contact, FAQ.
- Service Tiles:** SMALL BUSINESS PLANNER, SERVICES, TOOLS, LOCAL RESOURCE.
- Spotlight Section:**
 - SBA Success Story:** ATC International Amy Frey started with a boomerang. Now she has a booming international trade business... [Read More](#)
 - Free Online Training:** SBA offers over 25 free online courses... [Review Courses](#)
 - Budgets Plans Reports:** CFO Annual Reports, President's Jobs & Growth Plan, StrategicPlan... [Read More](#)
- Administrators' Corner:** Steven C. Preston, Administrator's Speeches.
- Other Resources:** ONLINE BUSINESS CHAT (November 14, 2005 EST), Get Prepared - Stay Invol, Disaster Preparedness, Resource Partners.
- Footer:** Business.gov, ExpectMore.gov, Strengthening Social Security, Medicare, WABIZ for women, and various utility links like Privacy & Security, Information Quality, FOIA, No Fear Act, ADA, About Site, SBA Jobs.

U.S. Small Business Administration



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The U. S. Small Business Administration was created in 1953 to maintain and strengthen the nation's economy by aiding, counseling, assisting, and protecting the interests of small businesses and by helping families and businesses recover from national disasters.

SBA's San Diego District Office is your small business resource for access to capital, counseling services, training, and government contracting opportunities, to help start or grow a small business in San Diego and Imperial counties. Our programs and services are delivered through participating lenders and our resource partners, SCORE: Counselors to America's Small Businesses and Small Business Development Centers.

Newsline is produced by the U. S. Small Business Administration's San Diego District Office. Subscribe to Newsline by registering online at web.sba.gov/list. Look for San Diego News.

Send questions or comments to the Newsline Editor, Gary M. Pacheco, Business Development Specialist, at gary.pacheco@sba.gov.



San Diego District Office Fiscal Year 2007 Activity

October 1, 2006 through April 30, 2007

| | Number of Loans | Dollar Amount |
|--------------|-----------------|----------------------|
| 7(a) Loans | 821 | \$115,176,000 |
| 504 Loans | 140 | \$90,121,000 |
| | | |
| Total | 961 | \$205,297,000 |

| | | |
|--|----|--------------|
| U.S. Bank, NA | 88 | \$6,422,300 |
| CDC Small Business Finance Corporation | 85 | \$58,278,000 |
| Bank of America, NA | 79 | \$2,032,400 |
| Wells Fargo Bank, NA | 76 | \$10,087,000 |
| Union Bank of California, NA | 72 | \$2,599,300 |
| Washington Mutual Bank | 65 | \$1,868,300 |
| Capital One, FSB | 58 | \$3,030,000 |
| Business Loan Center, LLC | 48 | \$3,386,000 |
| EDF Resource Capital, Inc. | 43 | \$24,380,000 |
| California Bank & Trust | 36 | \$4,746,100 |