

**Small Business. BIG Results!**



**Free Software** ★ **Free Training** ★ **Free Support** ★ **Free PR**

[www.TheGreatAmericanSmallBusinessChallenge.com](http://www.TheGreatAmericanSmallBusinessChallenge.com)

# Everyone Wins!

## Small Businesses Win!

### Create Great Companies!

The **Great American Small Business Challenge** is a year long event sponsored by a partnership between industry and Small Business Development Centers.

The purpose of the Challenge is to provide small business owners with the tools, training and support they need to create an effective business development process.

Every business is eligible to win one of four awards: Bronze, Silver, Gold or Platinum.

Awards are earned by using supplied business development software to successfully achieve a series of best-management practices including:

- Creating an effective organizational structure
- Documenting current business processes
- Initiating an ongoing strategic planning process
- Developing a *program of continual improvement*
- Creating a scaleable operating infrastructure

## SBDCs Win!

### Help More Businesses With Less Effort!

The **Great American Small Business Challenge** offers SBDCs a unique opportunity to promote a ready-to-implement business development program designed to help business owners create highly organized, innovative, productive and profitable companies.

Participating SBDCs receive free access to software, training, support and marketing materials.

The 'Challenge' is the perfect opportunity for SBDCs to enhance their capabilities while strengthening their relationships with their small business clients.

### Benefits:

- No grant writing or additional funding needed
- Free access to business-development software
- Free access to valuable training and support
- Free access to PR and marketing campaigns
- Help more businesses with less effort and fewer resources

## America Wins!

### Easier, Faster, Better ~ Together!

American ingenuity and small business values have fueled 232 years of growth, innovation and prosperity.

Small businesses remain the backbone of our country, yet are under increasing pressure from the global-economy, industry consolidation and big-box marketplace cannibalization.

Now more than ever, small businesses need better tools and training to survive and thrive. They need to employ the kinds of best-practices larger companies rely upon for their success.

### Challenge participants focus on the following areas:

- Improving quality and consistency
- Developing operational scalability
- Getting very organized
- Strategic planning and implementation
- Preparing the groundwork for a strong team-culture

