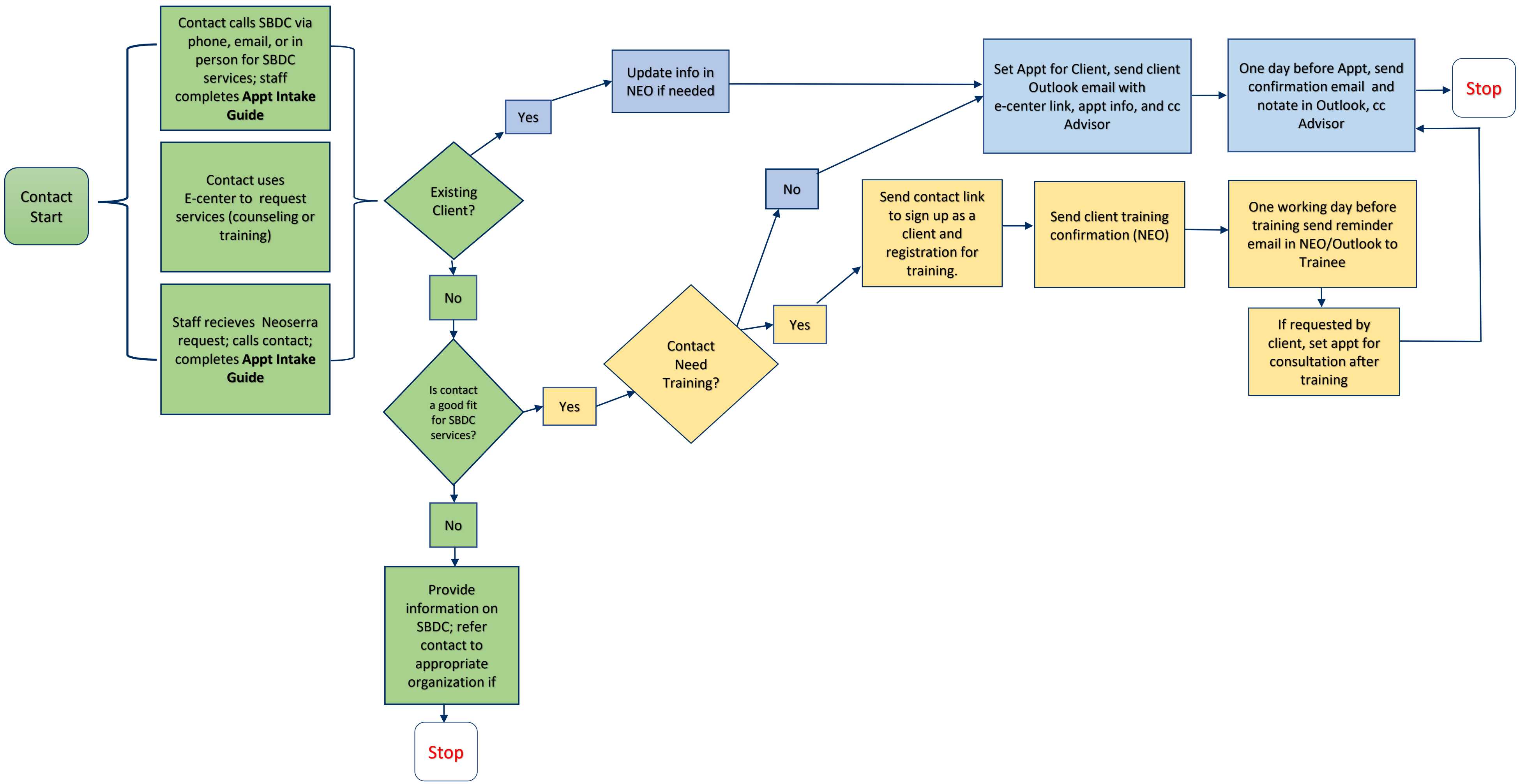
Client Intake Flow Chart



Client Intake Flow Chart
Created Date: 03/02/19
Revision Date: 07/22/19
Effective Date: 10/01/19
Created by: CSDT

AMERICA'S SBDC NEW MEXICO

Appointment Intake Guide

☐ English
☐ Spanish
☐ Other

Contact Information

1. Date of Contact: ________________________ ☐ New Client ☐ Existing Client (# _________)
2. Name of Individual(s): ____
3. Contact Phone: ____________________________ Email: ____________________________
4. Are you in business now or are you looking to start a business? ☐ In Business ☐ Not in Business

Existing Business Only:

a. Business Name (if applicable): ____
b. Name of Owner(s) (if different): ____
c. Business Phone: _______________________________________
d. Date Business was Established: ___________________________
e. Legal Entity, if known: ☐ Sole Prop ☐ Partnership ☐ Corp ☐ LLC

5. Name(s) of other individuals/contacts who should be included in SBDC meetings? (Partners, etc.)
____
6. Where is your business located now or likely to be located? (e.g. Address/City/County)
____
7. Who referred you to the SBDC? Name _____________________Organization________________________
8. Business Description/Idea____
9. When are you planning to start/expand your business?
☐ 0 – 3 months ☐ 4 – 6 months ☐ 6 – 12 months ☐ In over a year ☐ Not sure
10. Assistance Requested/Needed:
☐ Starting business ☐ Expanding business ☐ Buying business ☐ Selling business
☐ Business plan development ☐ Existing business plan review (if so, bring to meeting)
☐ Business loan assistance: Amount needed $_____________ Purpose ___________________________
☐ Other: ____
☐ Business training (type): ____

Notes: ____

____

Advisor Assigned: ____

Appointment Date: __________ Time: _________ AM / PM

Location: ☐ SBDC Office ☐ Client Site ☐ Other: ______________________

Referred to Workshop (title):__________________________Date: __________ Time: ________ AM / PM

Inform contact of the following:

- ☐ Please allow up to 2 hours for your initial meeting as we will need to gather information to determine how best assist you.
- ☐ Bring any information related to your business or idea. For example: research, business plan, menu, etc.
- ☐ It is very important to be on time for you appointment.
- ☐ If for some reason you cannot make your appointment, 24-hour advance notice is appreciated.
- ☐ Do you know where the SBDC office is located? (If not, provide location information.)
- ☐ You will receive an email with your appointment date and time, as well as a link to our online registration website (e-center). Please register for SBDC services prior to your appointment.

NOTE: If contact does not have email:

- ☐ Please arrive 10 minutes prior to your appointment to allow time to register.

SBDC Actions:

- ☐ Send appointment reminder email to client
- ☐ Send delayed appointment reminder
- ☐ Add appointment to Advisor's calendar

Form Distribution:

- ☐ Save form in "Pre-client documents" electronic folder
- ☐ Copy to Director
- ☐ Original to Advisor
- ☐ Upload form to Neoserra

Implementation Plan of Storybook
(Internal Page)

- **Purpose:** Serves as introduction to the SBDC
- **Time:** 5-10 Minutes
- **When:** Beginning of initial session
- **Who:** New clients or clients returning after several years (since rebranding has occurred)
- **Presentation**: hard copy or PowerPoint form
- **Customize:** for each center highlighted in yellow on pages 1-4 and 9

Conversation Starters

- "I will take time to tell you about our story and then I would like to hear more about your story."
- "I would like to introduce you to who we are."
- Lay the groundwork for the initial session and in the beginning review who we are

WELCOME

to the

Small Business Development Center

Insert Host Logo Here

Building New Mexico's Economy One Business at a Time

Small Business Development Center

at

Host Institution Name

Address

Phone Number

Website

POWERED BY

SBA

U.S. Small Business Administration

We are funded by the State of New Mexico Legislature and the U.S. Small Business Administration

Our Mission

"To develop skilled entrepreneurs and strong businesses."

NEW MEXICO

New Mexico Small Business Development Center

Lead Center

Santa Fe Community College

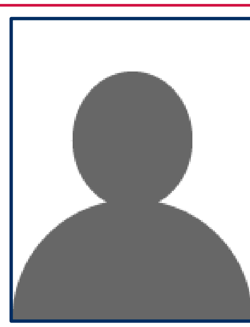
- **Centers throughout New Mexico**
- **Our center serves: (enter your service area)**

- **Offices in: (enter your offices)**
- **NMSBDC Founded in 1989**
- **Nationally Accredited**
- **1,000+ Small Business Development Centers nationwide including U.S. territories**
- **Network of over 40+ professional Business Advisors located at SBDC centers throughout New Mexico**

Our Staff

Include each team members name, title, headshot and one sentence listing expertise.

Name
Title
Sentence listing expertise



Name
Title
Sentence listing expertise

Name
Title
Sentence listing expertise

What We Do

- **Business consulting**
  - Our professional consulting services are provided at no cost
  - All our services are confidential
  - Unlimited services to startup and existing businesses

- **Business training**
  - Low or no cost
  - Trainings are tailored to meet the needs of small businesses to help build skilled entrepreneurs

What We Ask You to Do

- **The work necessary to succeed**
- **Make your own decisions**
- **Work with the SBDC business advisor**
- **Seek a professional accountant and/or attorney as needed**

How We Measure Our Success Together

The SBDC is successful only if our clients are successful. The only way we can measure this success is if our clients participate in providing feedback as followed:

- **Surveys**
  You will receive requests to complete short surveys via email throughout the time you receive SBDC services.

- **Economic Impact**
  When you start or expand your business, hire employee(s), or acquire capital for the business due to the assistance you received from the SBDC, you will be asked to fill-out and sign a Client Economic Impact Report.

- **Letter of Support**
  If you appreciate our services, please share your experience with our stakeholders. We will provide you with contact information.

Other Programs

The NMSBDC Network hosts two other programs to further assist New Mexico business owners. Your business advisor can connect you with these programs.

New Mexico PTAC provides government procurement assistance to small businesses who want to sell goods or services to the government, educational institutions, or tribal entities.

The **International Business Accelerator** is a one-stop shop resource for New Mexican businesses wanting to introduce their product or service into the global market.

*More Information

Center Specific Information

For more information about the statewide program please visit **www.nmsbdc.org/(center site)**

Recommendations: (add links on site)

- Social Media Accounts
- Newsletter
- Star Client, Other Clients, etc.
- Google Reviews

***Page must approved by NMSBDC State Director**

AMERICA'S SBDC NEW MEXICO

Initial Session Process

Before counseling session:

☐Confirm appointment at least one working day in advance.

☐Prepare for appointment by reviewing Ecenter registration.

☐Review IBISWorld Industry Report and/or any demographic report run for the client's business specific industry.

During counseling session:

☐Intro and warm-up

- Establish rapport, share common ground, create and build trust
- Discuss briefly "<u>why they came in today</u>" and how they heard about us

☐Share our Story (Storybook) "let me share a little bit about SBDC, who we are, what we do, and how we may be able to help you with what you are trying to do."

☐Assess the client's business need by asking diagnostic questions on Initial Session Guide.

☐Recap the summary of their confirmed needs.

☐Develop Action Plan

☐Provide insights and recommendations for goals accomplishment through professional and business development training and ongoing counseling sessions

☐Gauge whether or not there is potential for Economic Impact.

☐Provide Deliverables

☐Issue homework assignment if needed.

☐Schedule a 'firm' follow up appointment

After counseling session:

☐Capture the notes in Neoserra

SBDC –Initial Session Guide / Diagnostic Questions

START UP / PRE-VENTURE

Purpose: This tool is to be used as a guide to establish a relationship with the client, gather background information to assess the client's needs, and create a plan for working with the client.

A. Open the session with storybook:

☐Review e-center online registration information with client; edit as necessary

☐Ask how client heard about the SBDC

☐Educate client about SBDC and stakeholders

☐Explain our services (no-cost advising/counseling, low-cost training)

☐Set clear expectations of what the SBDC does and does not do. Explain that the work we do together is a two-way street – the client needs to commit to do their part and we commit to doing our part.

☐Discuss client confidentiality, trust and the importance of honesty in the counseling process

☐Set expectation for completion of SBDC surveys, and show survey example

☐Set expectation that impact is collected in the future & show Impact Form

☐Explain that there is no limit to how long client can work with SBDC

☐Introduce yourself and discuss your background (to establish perception of expertise and trust)

B. Collect a detailed client background/history:

☐How long have you lived in the area?Click here to enter text.

☐Where have you lived before? Click here to enter text.

☐What is your educational background (formal, trade, on-the-job)? Click here to enter text.

☐What is your work experience, including volunteer work? Click here to enter text.

☐What do you like about your work? Click here to enter text.

☐What do you dislike about your work? Click here to enter text.

☐Have you managed, supervised, or trained others? Click here to enter text.

☐Have you hired or fired employees? Click here to enter text.

☐What is your current work schedule? Click here to enter text.

☐How do you spend your time when you are not at work? Click here to enter text.

☐What is your goal for yourself and your business a year from now and what is your end game? Click here to enter text.

C. Identification or analysis of problem or opportunity:

☐What assistance are you seeking from the SBDC? Click here to enter text.

☐What is the reason you want to start this business?Click here to enter text.

☐What steps have you taken so far? Click here to enter text.

☐What is your timeframe for moving forward? Click here to enter text.

☐How many hours a week do you expect to spend running the business? Click here to enter text.

☐Describe your business idea.Click here to enter text.

☐Who will be the owners of the business? Click here to enter text.

☐What will be your legal structure (sole proprietorship, partnership, LLC, corporation)? Click here to enter text.

☐Where will your business be located?Click here to enter text.

☐Who is your competition?Click here to enter text.

☐Who will be your customers?Click here to enter text.

☐How will you market your product/service? Click here to enter text.

☐How much money will you need to take home from the business each month? Click here to enter text.

☐Have you made a list of your startup costs? ☐Yes ☐No

☐How will you pay for first X months' operations (savings, income from job, etc.)?Click here to enter text.

☐Who will do your bookkeeping? Click here to enter text.What accounting software will you use? Click here to enter text.

☐Are your personal income tax reports filed up to date? Click here to enter text.Who prepares them? Click here to enter text.

☐What loan payments do you have? Click here to enter text.What are your credit card balances?Click here to enter text. Other debts? Click here to enter text.Are there any debts that were not paid? i.e. student loansClick here to enter text.

☐Is there any information you would like for me to be aware of? Click here to enter text.

D. Resources:

☐**Basic Steps to Registering Business:** Review document with client.

☐**SBDCnet**: Is a research request submitted? ☐Yes ☐No
If yes, SBDCnet research shared with client? ☐Yes ☐No

☐**IBISWorld:** Has an IBIS report been discussed and shared with client? ☐Yes ☐No

☐**ReferenceUSA:** Click here to enter text.

☐**DemographicsNow:** Click here to enter text.

☐**Other resources:** Click here to enter text.

E. Handouts:

Given to client: Click here to enter text.

Webpages Reviewed: Click here to enter text.

Referred to: Click here to enter text.

Other: Click here to enter text.

Items to send: Click here to enter text.

Other: Click here to enter text.

F. Impact review:

Milestone Potential: Click here to enter text.
Investment: Click here to enter text.
Loan: Click here to enter text.
Jobs: Click here to enter text.
New Business:Click here to enter text.

If impact has occurred, Economic Impact Form:
Completed and signed: ☐Yes ☐No
Uploaded to Neoserra Milestone and/or Capital Funding: ☐Yes ☐No

G. For next session: Scheduled Date: Click here to enter a date. Time: Click here to enter text.

Client homework assignment: Click here to enter text.

SBDC homework assignment: Click here to enter text.

H. **Important:** Enter session notes in Neoserra, to include the following:
☐Description of what happened during session: Click here to enter text.
☐Identification or analysis of problem or opportunity: Click here to enter text.
☐Actions taken, recommendations made, follow-up, and next step, if any: Click here to enter text.

SBDC –Initial Session Guidance / Diagnostic Questions
EXISTING BUSINESS

Purpose: This tool is to be used as a guide to establish a relationship with the client, gather background information to assess the client's needs, and create a plan for working with the client**.**

A. Open the session with storybook:

☐Review e-center online registration information with client; edit as necessary

☐Ask how client heard about the SBDC

☐Educate client about SBDC and stakeholders

☐Explain our services (no-cost advising/counseling, low-cost training)

☐Set clear expectations of what the SBDC does and what we ask the client to do. Explain that the work we do together is a two-way street – the client needs to commit to doing their part and we commit to doing our part.

☐Discuss client confidentiality, trust and the importance of honesty in the counseling process

☐Set expectation for completion of SBDC surveys, and show survey example

☐Set expectation that impact is collected in the future & show Impact Form

☐Explain that there is no limit to how long client can work with SBDC

☐Introduce yourself and discuss your background (to establish perception of expertise and trust)

B. Collect a detailed client background/history:

1. How long have you been in business?Click here to enter text.
2. How long have you lived in the area?Click here to enter text.
3. What is your educational background (formal, trade, on-the-job)?Click here to enter text.
4. What is your work experience, including volunteer work? Click here to enter text.
5. What do you like about working in your business? Click here to enter text.

6. What do you dislike about working in your business? Click here to enter text.
7. Do you have employees? Click here to enter text.
    a. If yes, who supervises them?Click here to enter text.
    b. How many employees do you currently have? Click here to enter text.
    c. Do you pay your employees through payroll or as contractors?Click here to enter text.
8. How many hours do you work in your business each week?Click here to enter text.
9. How do you spend your free time? Click here to enter text.
10. What is your goal for yourself and your business a year from now and what is your end game? Click here to enter text.

C. Identification or analysis of problem or opportunity:

1. What assistance are you seeking from the SBDC? Click here to enter text.
2. What is the reason you want to expand or improve your business?Click here to enter text.
3. What steps have you taken so far? Click here to enter text.
4. What is your timeframe for moving forward?Click here to enter text.
5. Do you have the time to commit to work on this business project?Click here to enter text.
6. Describe your product/service.Click here to enter text.
7. What are your current sales (specify year, month)? Click here to enter text. Profit?Click here to enter text.
8. How much money do you take home from your business each month?Click here to enter text.
9. Are business tax returns filed for all years? (Federal, State, NM GRT?)Click here to enter text.
10. Who are the owners of the business?-Click here to enter text.

11. What is your legal structure (sole proprietorship, partnership, LLC, corporation)? Click here to enter text.
12. Who are your customers?Click here to enter text.
13. Where is your business be located?Click here to enter text.
14. Who is your competition?Click here to enter text.
15. If applicable, have you made a list of costs related to expansion/improvement?Click here to enter text.
16. How do you market your product/service? Click here to enter text.
17. Who does your bookkeeping? Click here to enter text.What accounting software do you use?Click here to enter text.
18. How often do you review your financial statements? Click here to enter text.Do you understand them?Click here to enter text.
19. How will you pay for expansion/improvements (collateral for loan, savings, income from job, etc.)?Click here to enter text.
20. What loan payments do you currently have? Click here to enter text.What are your credit card balances? Click here to enter text.Other debts? Click here to enter text. Are there any debts that were not paid? i.e. student loansClick here to enter text.

D. Resources:

☐**Basic Steps to Registering Business:** Review document with client.

☐**SBDCnet**: Is a research request submitted? ☐Yes ☐No
If yes, SBDCnet research shared with client? ☐Yes ☐No

☐**IBISWorld:** Has an IBIS report been discussed and shared with client? ☐Yes ☐No

☐**ReferenceUSA:** Click here to enter text.

☐**DemographicsNow:** Click here to enter text.

☐**Other resources:** Click here to enter text.

E. Handouts:

Given to client: Click here to enter text.

Webpages Reviewed: Click here to enter text.

Referred to: Click here to enter text.

Other: Click here to enter text.

Items to send: Click here to enter text.

Other: Click here to enter text.

F. Impact review:

Milestone Potential: Click here to enter text.
Investment: Click here to enter text.
Loan: Click here to enter text.
Jobs: Click here to enter text.
New Business:Click here to enter text.

If impact has occurred, Economic Impact Form:
Completed and signed: ☐Yes ☐No
Uploaded to Neoserra Milestone and/or Capital Funding: ☐Yes ☐No

G. For next session: Scheduled Date: Click here to enter a date. Time: Click here to enter text.

Client homework assignment: Click here to enter text.

SBDC homework assignment: Click here to enter text.

H. Important: Enter session notes in Neoserra, to include the following:
☐Description of what happened during session: Click here to enter text.
☐Identification or analysis of problem or opportunity: Click here to enter text.
☐Actions taken, recommendations made, follow-up, and next step, if any: Click here to enter text.

Follow-up Session Guide

Purpose: This tool is to be used as a guide to continue gathering background information, refine the assessment of the client's needs, and refine the plan for working with the client.

Prior to session: Counselor reviews previous session notes and homework assignments

Session guidance:

☐What's happened since we last spoke?Click here to enter text.

☐Review completed client and counselor homework assignments.Click here to enter text.

☐Review completed research with client. Click here to enter text.

☐What other steps have you taken since we last met?Click here to enter text.

☐What roadblocks, if any, have come up since we last met? Click here to enter text.

☐Assess if client is still on track with action plan? If not, reassess and amend action plan.

☐**Review the following with client:**

☐**Product/Service:** What are your products and/or services? Click here to enter text.
Is it a solution to a problem or does it meet a need? Click here to enter text.

☐**Pricing:** How will you price your product or service?Click here to enter text.

☐**Marketing:** How will you attract customers to purchase your products/services? Click here to enter text.

☐**Customers:** Who will purchase your products/services? Click here to enter text.Why? Click here to enter text.

☐**Business Location**: Where will your business be located? Click here to enter text.What kind of facility do you need? Click here to enter text.Online?Click here to enter text.

☐**Competition**: Who is your competition?Click here to enter text. Where do you fit with your competition?Click here to enter text.

☐**Management**: What skills do you have that will benefit the business? Click here to enter text.What skills will you need to add for business success?Click here to enter text.

☐**Operations:** Facility layout, workflow, product/service delivery method, software applications, identify/discuss at least two main suppliers. Click here to enter text.

☐**Staffing:** How many people, with what kinds of skills, will your business need?Click here to enter text.

☐**Financial Needs:** How much will it cost to start your business and keep your business going until you make a profit? Click here to enter text.

☐**Banking Relationship:** Have you identified a specific business bank? Click here to enter text.

☐**Accounting:** Who will do your business bookkeeping? Click here to enter text.Taxes (GRT, Payroll, Income)?Click here to enter text.

Resources:

☐**Basic Steps to Registering Business:** Review document with client.

☐**SBDCnet**: Is a research request submitted? ☐Yes ☐No
If yes, SBDCnet research shared with client? ☐Yes ☐No

☐**IBISWorld:** Has an IBIS report been discussed and shared with client? ☐Yes ☐No

☐**ReferenceUSA:** Click here to enter text.

☐**DemographicsNow:** Click here to enter text.

☐**Other resources:** Click here to enter text.

Handouts:

Given to client: Click here to enter text.

Webpages Reviewed: Click here to enter text.

Referred to: Click here to enter text.

Other: Click here to enter text.

Items to send: Click here to enter text.

Other: Click here to enter text.

Impact review:

Milestone Potential: Click here to enter text.
Investment: Click here to enter text.
Loan: Click here to enter text.
Jobs: Click here to enter text.
New Business:Click here to enter text.

If impact has occurred, Economic Impact Form:
Completed and signed: ☐Yes ☐No
Uploaded to Neoserra Milestone and/or Capital Funding: ☐Yes ☐No

For next session: Scheduled Date: Click here to enter a date. Time: Click here to enter text.

Client homework assignment: Click here to enter text.

SBDC homework assignment: Click here to enter text.

Important: Enter session notes in Neoserra, to include the following:
☐Description of what happened during session: Click here to enter text.
☐Identification or analysis of problem or opportunity: Click here to enter text.
☐Actions taken, recommendations made, follow-up, and next step, if any: Click here to enter text.

NEW MEXICO

Follow-up Session Process

Before counseling session:

☐Confirm appointment at least one working day in advance.

☐Prepare for appointment by reading the notes in Neoserra. Make sure any research and assignments promised to client have been completed.

☐Review IBISWorld Industry Report and any demographic report run for the client's business specific industry.

During counseling session:

☐Re-cap previous session with the client.

☐Review Action Plan, any assignments (e.g. business plan worksheets, startup costs, etc.) and discuss progress.

☐ Move forward with the next action steps in their Action Plan utilizing resources and tools.

☐Provide deliverables and additional homework if applicable.

☐Schedule follow-up appointment if needed.

☐Remind the client about the Client Survey they will be receiving via email. Let them know it should take them no more than three minutes to complete.

After counseling session:

☐Capture the notes in Neoserra and gauge whether or not there is Economic Impact to collect.