



## Client Services - What to Expect

As a client of the West Virginia Small Business Development Center (WWSBDC), you have certain rights and responsibilities. As a WWSBDC client you have the right to expect:

### 1. Coaching Assistance Provided at No Charge

Because the WWSBDC program is supported by funding from the U.S. Small Business Administration and the State of WV, coaching is provided at no charge to you. Fees may apply for training programs, special services (such as research), materials, and publications.

### 2. Confidentiality of Information Provided

All WWSBDC representatives agree to abide by the Standards of Professional Ethics and Conflict of Interest Policy. Information you provide will be held in strictest confidence and will not be released to any parties outside the WWSBDC network. Information about you will not be sold or provided to other organizations. Specific information about you and the nature of your engagement with the WWSBDC will not be released without your consent. No information you provide will be used to the commercial advantage of any WWSBDC representative or to the advantage of a third party.

#### *Exceptions:*

- Information about the WWSBDC's service delivery is reported in aggregate to its funders and the general public. Specific information about you will not be released without your consent.
- The WWSBDC will collect and report in aggregate to its funders and the general public information about you such as demographic statistics; size, location, age and industry of your business; the general nature of your engagement with the WWSBDC; and impact statistics such as financing obtained, sales increased or jobs created.

### 3. Unbiased Recommendations

WWSBDC representatives will not knowingly recommend the purchase of goods or services from any individual or firm with which any WWSBDC representative has a financial, familial or personal interest.

### 4. Non-Disclosure of Trade Secrets

Sensitive trade secrets pertaining to unique facts of your business will not be used to benefit another client of the WWSBDC or any WWSBDC representative. You understand that sensitive trade secret information is information which is not obvious, which is unknown, or which is

unique and pertains to new inventions, secret manufacturing and processing procedures or formulas, or any new innovative process. You understand that it is your responsibility to inform the WWSBDC of any such sensitive trade secrets both verbally and in writing.

## **5. Assistance, Guidance, Recommendations and Education**

The WWSBDC will work with you on your specific issues to help build your business and technical skills and knowledge. It is your responsibility to accept and implement recommendations. The WWSBDC will not:

- Negotiate on your behalf, but we will prepare you for your presentation.
- Write your business plan, but we will provide you the resources for preparing a successful plan.
- Act as an employee of your business, but we will coach and mentor you.

## **As an WWSBDC client you are responsible for:**

### **1. Participating in Surveys**

Because this program cares about the quality of services provided, and because it is primarily funded with public support, the WWSBDC undertakes a number of initiatives to ascertain the quality and impact of services provided to you. Your candid feedback is critical to the long-term success of this program. You will be asked to participate in three surveys:

- A satisfaction survey after the first 60 days into your coaching engagement.
- An impact survey after the close of each calendar year for the next three years.
- A quality and impact survey conducted by an independent firm two years after the start of your coaching engagement.

### **2. Accepting Responsibility and Waiving all Claims**

In recognition that you are ultimately responsible for the success or failure of your business and that all decisions pertaining to implementing plans and operating your business are solely your responsibility, you hereby waive any claims of damages against WWSBDC, the US Small Business Administration, and the State of WV.



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