



GETTING TO KNOW THE ASSOCIATION OF ACCREDITED SMALL BUSINESS CONSULTANTS

An interview with CEO, Richard L. Weinberger, PhD, CPA



1 For a small business owner, what is one of the biggest reasons as to why you would recommend hiring an ASBC?

It is tough being a small business owner trying to “go it alone.” A business owner might have the technical expertise of the business but lacks knowledge and experience in many critical areas necessary to improve operational efficiency and maximize profit. An Accredited Small Business Consultants (ASBC) offers expert professional assistance as needed. An ASBC has successfully passed a rigorous certification exam and understands all core competencies necessary

to consult with small businesses. They can offer guidance on business goals, collaborate on areas of concern, and work together with business owners to create long-term sustainability for a business.

2 If I wanted to join the AASBC, what kind of improvement can I look forward to for myself as well as my clients?

The AASBC is the only global association specializing in training and certification of small business consultants with our proprietary step-by-step, forward-thinking systems approach. Members learn a proactive methodology to



improve operational efficiency and maximize profits for small businesses. After demonstrating a proficiency in small business consulting by passing a rigorous certification exam, members are awarded the designation of Accredited Small Business Consultant (ASBC). With this credential ASBCs have the confidence that they understand all core competencies necessary to consult with small businesses. Clients benefit knowing that they will receive expert professional assistance from someone who could offer guidance on business goals and collaborate with them on areas of concern. When ASBCs and clients work together, they can create long-term sustainability for a business.

3 The SEMP Approach: Simplified Examination to Maximize Profit - where did this idea come from?

The idea of the SEMP Approach originated when I was the entrepreneurial and small business program coordinator for a major university. I realized that although small business was huge, it was also a huge underserved market with a staggering failure rate for new start-up

businesses. There was a need for a business association to help reverse the trend of failures and increase the success rate. There was not any association, domestic or global, that specialized in the training and certification of small business consultants with a practical not theoretical approach to small business consulting. The SEMP Approach became the basis of training small business consultants covering all aspects of small business operations complete with questions to ask clients, recommendations for problem solutions, consulting tips, checklists, and other practice aides.

4 Many small business owners have a small group of employees for the areas that they are limited in - what kind of knowledge can an ASBC bring to the table for these small businesses?

Many small businesses share the common problem that the owner or small group of employees know the technical aspects of the business but do not have a wide diversity of

knowledge in all the core functions necessary to operate a business efficiently. An ASBC has knowledge in all the core competencies to be an analyst and problem-solver for the small business owner. An ASBC brings new, objective perspectives to a small business striving to reach the next level of success.



An ASBC understands the dynamics and finances of small business and where the business is in its organizational life cycle. Through this knowledge, an ASBC can tailor consulting engagements to fit the needs of clients. When a small business owner has a problem and lacks the business skills and experience needed to take the business to the next level, that's when it is time to call upon an Accredited Small Business Consultant. These engagements can range from short-term projects to long-term alliances.

5 There are speaking presentations available on the website - would these events be a good place for a small business owner to start? What can they expect to learn from these lectures?

Speaking presentations are not available for viewing on the website. There is a 40 video lecture series that members have access to as a learning complement to the SEMP Approach training manual. Speaking subject topics listed on the website are available for various groups if they are interested in having the AASBC CEO speak to their groups. Association members also have professionally prepared PowerPoint presentations available to them on a variety of small business topics that they offer to clients as group training workshops. When these are available by AASBC members, they are excellent sources of small business knowledge.

6 Hiring a permanent consultant is ideal but unrealistic. Will an ASBC give you the tools and answer any questions you need to ensure you'll have a good shot at running your business successfully on your own?

An advantage of hiring an ASBC is that the business owner can engage the consultant for either a small, specific engagement or a complete business review. It is strictly up to the client.

About the Author

Dr. Richard Weinberger has over 30 years experience as a financial and management consultant for small businesses, a former college professor, and currently the CEO of the [Association of Accredited Small Business Consultants \(AASBC\)](#), which is the only global association specializing in training and certification of small business consultants.

He has a PhD degree in organization and management, an MBA in management, a BBA degree cum laude in accounting, and a BBA degree in marketing. He is also a Certified Public Accountant.

His best selling book, *Propel Your Small Business to Success: Accelerated Actions to Maximize Profit*, is a step-by-step methodology for small business owners to improve operational efficiency and maximize profit ensuring survival and success. Dr. Weinberger states, "It is a recipe to take your business from stagnation to elevation!"

