

SFEDI® DIRECTORY

ACCREDITED SUPPORT PROFESSIONAL

A GUIDE TO MEETING SFEDI DIRECTORY TESTIMONIAL
AND REFERENCE REQUIREMENTS

WELCOME

We are delighted that you have decided to join the SFEDI Directory, your **complete solution** for reaching new clients as an accredited and experienced business and enterprise support professional.

The **SFEDI Directory** is central to the drive towards a more competitive enterprise landscape with increased employment opportunities, improved productivity and, ultimately, great prosperity regionally and nationally.

As part of the application process business and enterprise support professionals are required to submit the following supporting documentation:

- ✓ A copy of their up-to-date CV
- ✓ Scanned copies of qualification certificates
- ✓ A testimonial or reference from a small business with which they have worked within the last 6 months

The information that follows provides a guide to what is required to be within a testimonial or reference in order to support your application.

SO WHAT IS A TESTIMONIAL OR REFERENCE?

Essentially a testimonial or reference is a statement from a business that has accessed the business and enterprise support services you offer, setting out what type and the quality of the support they received.

WHAT SHOULD BE INCLUDED WITHIN A TESTIMONIAL OR REFERENCE?

In order to support your application to join the SFEDI Directory we require certain information to be provided so that we are able to make an informed decision as to whether you have met our accreditation criteria.

A testimonial or reference should:

- ✓ Be from a micro or SME business you have supported within the last 6 months
- ✓ Be on company letterhead paper
- ✓ List the contact details and a contact name for the business
- ✓ Describe the business challenge or situation they required support with
- ✓ Describe what method was used to provide the support intervention (eg. 1-1, group, face-to-face, telephone, online (email), online (Skype))
- ✓ Describe how the business would rate their experience of the support provided (eg. poor, good, great, excellent)
- ✓ Explain if the support intervention helped in planning and/or reaching a solution for the business challenge or situation
- ✓ Include name, job title and signature of the submitting person

We understand it can sometimes be difficult to explain exactly what information is required within a letter and making sure it gathers everything you need.

To support you, on the following page, we have provided a template providing a set of questions that you can use in order to help make sure that the information you gather is what is required.

SFEDI® DIRECTORY

Thank you for agreeing to take the time to provide information regarding the business and enterprise support intervention you recently received.

The following few questions should be completed in relation to a single business challenge or situation you faced that required you to access the support service.

Company Name

Address

Telephone

Website

Company Number (if applicable)

Name of Submitting Person

Job Title of Submitting Person

Email Address

What business challenge or situation did you require support with?

In what method was the support intervention provided? (eg. 1-1, group, face-to-face, telephone, online (email), online (Skype))

How would you rate your experience of the support provided? (eg. poor, good, great, excellent)

Did the support intervention help you in planning and/or reaching a solution for the business challenge or situation you required support with?

Do you give permission to feature your answers as a testimonial?

Please note that you may be contacted in order to clarify and/or ratify the information you have provided above. This is part of a quality assurance process to monitor the standard of business and enterprise support provided.