

Transformational Strategies and Practices



Business Counsel Associates, Inc.

Catalyst for Business Growth



It starts with a strategy

CONNECTING YOUR BUSINESS TO THE RESOURCES YOU NEED

You've worked diligently to build your business to its current level of success. But continuing success waits for no one: competitors are aggressive and markets keep changing. Consequently, you need to keep moving, improving, innovating.

Business Counsel Associates (BCA) understands that effective leaders must manage multiple objectives simultaneously. We work with clients to develop strategies that balance these objectives while satisfying all constraints. The combination of our experience in planning and implementing innovative strategies helps our clients succeed.

Our mission is to work with organizations to create greater value in products and services to strengthen their competitive position and to help them reinforce their customer relationships. This includes aligning their organization with a solid strategic plan.

Adapting to change may require organizational transformation, new organizational designs, more efficient processes, better human resource management or renewed emphasis on learning and strategic communications.

Whatever the need, our accomplished associates have the knowledge, skills and expertise to provide professional guidance across a landscape of business and technology.

Flexible solutions for your business needs

CREATE GREATER VALUE IN PRODUCTS AND SERVICES

CAPITAL CREATION

- Business plans
- State of Arizona training grant requests

BUSINESS DEVELOPMENT

- Market analysis and feasibility
- Competitive analysis
- Office process development

INTERNET MARKETING

- Strategy development
- Search engine marketing
- Web site / Blog content development

WHO WE ARE ...

- Business Counsel Associates, Inc. (BCA) was founded in 1997 in Scottsdale, AZ.
- BCA specializes in business development.
- We service the business-to-business, business-to-consumer markets and service industries.
- John Riley, founder and President.
 - Multinational corporate experience – over 25 years.
 - Sales, sales promotion, marketing, executive
 - Business advisor, Harvard-MIT Joint Center
 - Scottsdale Community College – Instructor, business management (Adult Education) since 1998.

CUSTOM SOLUTIONS

BCA believes it is essential to base any strategy on a value proposition. Without a clear focus on your customers' self interest, the strategy is likely to fail.

WEB SOLUTIONS

The Internet profoundly affects business, primarily because of its ubiquitous nature and its ability to cut operating costs. A company that does not have an effective Internet strategy as part of its business plan faces limited growth opportunities.

COLLATERAL

Product literature, white papers and newsletters are important tools in educating and motivating customers to buy. Too often, the intent of authors is to inform rather than persuade. BCA knows the difference and we reflect that in our material.



MARKET DEVELOPMENT

- Brand strategy and plan
- Product distribution
- New product introductions
- PR, advertising, sales promotion, selling tools
- Sales incentive plans

COLLATERAL MATERIALS

- Product literature, white papers
- Newsletters (print or electronic)
- Company histories

PERFORMANCE AND COMPENSATION SYSTEM

- Job descriptions
- Competitive salary ranges
- Performance review process and documents
- Succession planning

HOW WE WORK

BCA wants to work with clients in a way that produces the best outcome for them. We start by doing some preliminary groundwork to make sure we understand your company's problem and the current market situation. After careful assessment, we then determine the level of involvement we feel is necessary to accomplish the assignment.

Once the time required is calculated, a fee is determined. The fee quoted is valid for 60 days and thereafter is subject to change.

When BCA is retained, client management will be briefed at a weekly progress meeting. When appropriate, supporting documentation will also be provided. At the conclusion of the project, a written report will be submitted if stipulated in the initial proposal.



WHY HIRE A CONSULTANT?

There are many reasons why business owners and executives hire consultants. And there are many different types of consultants. That's why it's important for you to have a clear understanding of your company's needs and then match those needs to a consultant with the appropriate experience, knowledge and capabilities.

Some of the reasons to hire a consultant:

- Consultants are outsiders who can offer objective, impartial insight to help identify problems and provide solutions.
- He can be a catalyst for change who helps the organization clarify its vision, mission and objectives and bring new life to the organization. Consultants can critically observe and analyze business operations and make tough recommendations without the influence of corporate culture or internal politics.
- She can bridge areas of weakness with professional knowledge, skills and experience.
- He can supplement staff skills and expedite processes which may prove more cost effective than hiring a full time employee.
- She can provide a source of affordable resources to help you solve problems and achieve your goals and objectives.



WOULD YOU LIKE A PROPOSAL?

Have a problem you would like to discuss? BCA is prepared to have three meetings at **no charge to you** to:

1. Enable us to learn about your company,
2. Ensure we understand the problem,
3. Present you with our written conclusions and recommendations.

If you decide to go no further, you will be under no obligation for our efforts to that point.

If you decide to proceed, our charges can be structured in either of two ways:

- Fees for specific services
- Monthly retainer

Whenever we obtain outside services necessary for your project (such as photograph, art work, printing), the quotes we receive from vendors will be submitted without mark-up to you for approval in advance of expenditures.

BCA adheres to a policy of rigorous confidentiality in handling customer's proprietary information. BCA has no hesitation in signing a confidentiality agreement.

The time for transformational change has arrived.

BCA wants to help.

Business Counsel Associates, Inc.

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