

How can we
do better?



How do we
work smarter?





BCA offers

solutions to help

you **grow** your
business!

WHAT BCA CAN DO FOR YOU

Business Counsel Associates (BCA) can strengthen your business development processes in a way that helps you accelerate your business growth and differentiate you from your competitors. At the core of this process is creation of a strong value proposition and building a Brand for you that has benefit to customers and prospects alike.

We use some or all of the following tools to accomplish that objective:

Brand Development

Branding creates mind share, one of the strongest competitive advantages imaginable. As a result, customers will think of your business first when they think of your product or service category. A brand is the one thing that you can own that no one can take away from you. We look upon brand development as a critical step in contributing to the success of your business.

Business Development

- Business Plans — BCA has produced a multitude of robust business plans for clients in a variety of markets seeking to raise capital from banks or venture capitalists. For over 10 years, we have produced plans for B2B, B2C and service industry clients.
- Business solutions start with objectives that can be measured. A variety of digital and traditional tools are available, but only those that best advance your business objective(s) are chosen.

BCA Development Tools

- Business plans for raising capital
- Design and development of company Brands
- Design and development of blogs; standard and e-commerce websites
- Setup and management of social media programs
- Print and digital brochures, newsletters, white papers, product publicity

WHO WE ARE

Over the past 13 years, BCA has worked for companies as large as DHL and as small as a start up. This experience also includes the Scottsdale Chamber of Commerce and the Small Business Administration's Small Business Development Center.

- BCA was founded in 1997 in Scottsdale, AZ as a business development firm working with B2B, B2C and service industry companies.
- The company was founded by John Riley who acts as President. After 25 years in sales and management positions with a large, multinational corporation, he moved to Scottsdale and started BCA.
- BCA designs and implements programs using the latest Internet and communications techniques. The objective is to educate, inform and motivate customers and prospects so they interact favorably with you.

WHY BCA?

When you work with BCA, you can expect the following benefits:

- We create value
- Our seven associates each have a specialty and years of experience within their sphere of expertise
- Your requests always receive a quick response
- We keep you involved and informed from the start
- BCA's mission is to provide each client with quality work and reliable service.

WORKING WITH BCA

BCA adheres to a policy of rigorous confidentiality in receiving and handling a client's proprietary information and data. This includes signing a confidentiality agreement with you.

Usually, we have three meetings, without charge, when beginning a new project. These meetings allow us to validate your objectives, analyze the problem and make a specific proposal.,

We work on a fee or retainer basis, depending upon your specific needs.

Whatever materials are developed for your program are your intellectual property.

CONTACT US TODAY for a free audit of your business development processes.

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