



The Business Advisors Alliance is a group formed to provide high level consulting advice to businesses worldwide. With experts in the areas of Marketing, Sales, Human Resources, Business Planning and Strategy, Coaching, Recruiting, Selection, Training and Project Management, we offer complete solutions to help businesses achieve their business objectives and solve their most challenging business and human resource problems.

Purpose of the Alliance

The Business Advisors Alliance was formed for two key reasons:

1. to increase the awareness, understanding and profile of professional advisors in the Barrie / Simcoe County area, by clearly describing the value that advisors bring to organizations, and
2. to provide a comprehensive, 'one stop shopping' package of services.

All members of the TBAA are professional advisors with decades of experience in senior management and corporate business specializing in sales, marketing, project management, human resources, strategic and business planning, time management, finance and accounting and leadership coaching.

Values of Alliance Members

The guiding values of Alliance members are trust, integrity, openness, honesty, respect and commitment.

As professionals, we care, guide and support clients during our relationship to ensure they receive the best advice or coaching we can provide. The Alliances' success is driven by our customers' success.



Benefits to customers of the Alliance

One stop shopping provides customers with:

- efficient access to a wide variety of disciplines, business skills, experience and shared best practices
- cost-effectiveness through bundled services, and
- the flexibility to use a single service or a package of integrated business solutions.

Value – added services to Alliance customers means:

- providing services by highly qualified professionals;
- providing good balance between theory and practical experience;
- sharing our breadth of experience and knowledge with our clients;
- customizing our services to the clients needs;
- listening deeply to the clients needs;
- concentrating on helping not selling;
- under selling and over delivering;
- keeping our promises;
- communicating clearly and simply to our clients in terms of scope of work and expectations, without 'business and technical jargon';
- maintaining customer connections after the initial services are completed because we believe in long term relationships and the long term success of our customers;
- staying closely connected to local business and community issues and trend;
- providing a value promise (e.g. money back guarantee, measurements of value and ROI) and
- a multi-disciplinary approach to solving specific customer business needs.

For more information, or a free consultation, please contact an Alliance member by visiting our website at www.businessadvisorsalliance.com.