



SUCCESS TEAM

We want to help you achieve greater things.

The Arizona Small Business Association (ASBA) brings together members of our business community to support one another to achieve their goals.

This is team work for the greater good. **To make your business transformative.**

We invite you to get inspired and aligned with experts exclusively selected as your success circle who will assist you in transforming your company and help you navigate all the options of running an exceptional business.

Because success comes from mastering the fundamentals of strategic planning, finance and marketing, your team will enable you to think of bigger things, have a greater impact, and reach more people.

What's fun for us is seeing how we can take your business to the next level – starting with a simple consultation.

HOW IT WORKS

Every ASBA membership starting at the “SUCCESS” LEVEL and above receives:

- An exclusive Success Team comprised of four (4) dedicated Advisors, one (1) professional from each of the following areas:
 - Accounting / Banking / Financial
 - Marketing / Social Media
 - Business Consultant / Manager
 - Legal / Attorney
- Two (2) complimentary consultation appointments with each Advisor
- Creation of a personalized success plan with each Advisor throughout the year coordinated by you.

With access to an amazing team and an agile approach, you will schedule your first private appointments within your first 30 days of your ASBA membership. From there, you will design a program together with your Advisor to make significant progress towards your goals.

WHY IT WORKS

Members with Success Team's gain from the fact that being part of a group makes it possible to do things they couldn't necessarily do alone. A good team supports, coaches and enhances the skills and learning of its members, and brings out the best in them.

Innovative Thinking

An important trait of our accomplished Success Team Advisors is innovative thinking. The best insights come when working with a good and diverse team that includes committed people with diverse backgrounds and the courage to thrive!

FAQS

The Arizona Small Business Association (ASBA) provides strategic business Advisors to small and middle market businesses, start-ups and entrepreneurs. We engage business owners and senior managers in a collaborative process to identify and set your company on the right track to achieve its fullest potential.

If you have additional questions, please contact us. We'll be happy to help.

Q: How much does the Success Team cost? / How do I join?

Getting started is easy. The SUCCESS membership level or above members receive a pre-selected group of four (4) Advisors at no additional membership cost. The first two (2) appointments with each Advisor are included with your membership. Additional services may be billed separately. ASBA does not profit from additional fees.

Our Advisors are exceptional in their fields; therefore, your first two sessions are a significant return on your membership investment (ROI).

If you are not a SUCCESS level member, contact us about upgrading your membership.

Q: Do you have experienced Advisors?

ASBA Success Team Advisors are experienced entrepreneurs and understand what you are going through. They have skillful and broad experience in creating and executing business models of all kinds. They understand what works in the marketplace and what doesn't. Our special selection process has assembled a team of Advisors who can provide an advanced degree of strategic insight and guidance.

Q: What's the next step after I become an ASBA member?

ASBA will send you a confirmation "Welcome" email with your Success Team list of Advisors. You will be instructed how to contact each team member to set up your initial appointments. After introductions, ASBA allows you to enjoy direct contact with your Advisor to ease potential scheduling conflicts.

Q: How long can I stay in the program?

The duration of your program is up to you for as long as you prefer to work with your team. Your Advisor relationships should be mutually beneficial and rewarding for all parties.

Q: I am starting a business and need help developing the business concept, researching the industry, and developing a business plan. Will the Advisors help me get started?

Yes. Every business needs a plan, a strategy that defines your vision, your goals and how you are going to reach them. Whether you are a new business owner, or already have a small business, a simple business strategy can take your business to the next level.

Q: What should I expect from my Success Team?

During preliminary consulting sessions, each Advisor may conduct a mini audit of your company/concept, breaking down areas that all successful companies follow. Their commitment is to help you discover exactly how you are performing, and with your input create a personalized solution for your business. For your privacy, ASBA does not participate further at this point of the process. Each Advisor has their own agreement/contract/costs you should review with a legal professional before committing to additional services.

Q: My company has very proprietary information, which I do not want to leak out. Do you sign non-disclosure agreements?

Since ASBA acts solely as a referral service, your agreement/contract from your Advisor takes legal precedence and you should request ample protection that covers NDA circumstances.

Q: What if I don't like my Success Team Advisor(s), can I change?

We understand there are specific industries and business types where this program may not be the best fit. We will be happy to discuss your situation confidentially, and will immediately let you know if we can find another good fit for your business.

Q: What if I don't need a Success Team, can I get a refund?

Your membership package is all-inclusive; therefore, we cannot refund a portion. When everyone contributes, and shares in the process of reciprocity – it opens the door for others to gain the experience. It also helps keep the Success Team program alive with no additional costs. There is no requirement to use this benefit, you can still enjoy all your other package features.

Q: Can my Advisor(s), help me raise capital/funding?

The ASBA Success Team program cannot help you find funding, however the Advisors may provide you with reference information regarding access to capital. In general, only brokers licensed with the Financial Industry Regulatory Authority (FINRA) can legally offer this type of service. Please seek legal counsel and make sure that any “finder” you talk to is properly licensed with FINRA before you hire them. Failing to do so may expose you and your company to significant liability.

Q: Can anyone in my company/on my team use the Success Team?

Sure. As long as they are representing the same company/firm or startup concept they can use your membership benefit. We encourage colleagues to do their best work together.

Contact Us: Membership Information and/or to receive your Success Team:

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