

Alliance

Sales & Marketing Solutions



Alliance

Alliance Sales and Marketing Solutions was formed in 2008, by company president and CEO, Heather Guffin, to serve as a launch pad for innovative solutions for sales and marketing operations the world over.

Heather, who had just successfully completed an experimental project with industry giant Grupo Mayan, which grossed over \$70 million dollars in previously lost sales, was motivated to apply the same principals behind the success of her project to the timeshare industry in general. Heather's belief that sales is a science, versus an art, has lead to the successful launch of multiple new companies geared specifically towards solving the unique issues that exist within the timeshare industry today.

Alliance Sales and Marketing Solutions actively looks for opportunities to collaborate with its' clients on a daily bases to identify key issues, and to find or create their solutions. Alliance's extreme commitment to service can be seen in their unofficial mission statement, which is to "become every developer's most valued friend, partner, and ally".



Alliance



Mission:

To become the top timeshare resource
company in the industry.

Vision:

To reinvent the industry along the way.

Unofficial Mission Statement:

To be every developer's (pd, marketer, closer & vlo's)
most trusted partner, friend and ally.

To achieve our Mission we will:

1. **TRIUMPH** through service
2. Embrace and drive **CHANGE**
3. Pursue **GROWTH**, learning, and **INNOVATION**
4. Have fun
5. Be efficient
6. **CREATE** a spirit of encouragement, teamwork and family
7. Be **ADVENTUROUS**, creative and open-minded
8. **PASSIONATELY** pursue our goals, professionally and personally
9. Be a **CHAMPION** for our industry
10. Build **ALLIANCES** with top industry decision makers, like-minded companies, and future timeshare **LEADERS**



**ALLIANCE
TIMESHARE
CONSULTING**

**Timeshare Sales and Marketing Operation
Sales Room Rescue
General Sales and Marketing Consultancy
Secret Shopper Services**

The team of consultants at Alliance is comprised of timeshare industry experts capable of deploying on a days' notice to rescue a lagging sales and marketing operation. The Alliance Sales and Marketing team of professionals can either consult to help improve sale conversions and results, or step in and manage your entire sales and marketing operation.

Secret-shopper services are a great way to gain an outside perspective on your sales and marketing operations. Secret-shopper reports serve as a catalyst for many positive changes and innovations within an organization, often uncovering hidden issues that could be costing your organization millions.



PHOENIX

ONLINE REPUTATION MANAGEMENT

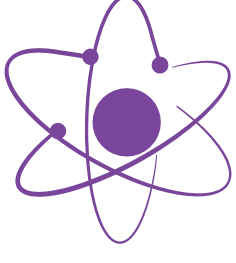
- Protective Content Shield
- Negative Reputation Repair
- Online Surveillance
- Public Relations and Online Marketing
- Legal Services

Online reputation management is one of the most important tasks that any company can undertake in order to protect their brand image. Negative online content can be conjured up by anyone, and acts of cyber vandalism by your competition are more common than you think.

Companies with little to no online exposure can create a pre-emptive shield against future online attacks. If negative online content is already affecting your business, we can improve your online reputation and push down negative content by replacing it with positive news. Our online surveillance system monitors your reputation through constant vigilance to make sure you are never caught unaware of potentially damaging online comments.

The Phoenix Online Reputation Management can also serve as a public relations consultant to assist you in launching new companies, products or services. In extreme cases of slander our team of legal experts can often help mediate the removal of dishonest or aggressive acts of cyber vandalism.





ALLIANCE **SYSTEM** DEVELOPMENT

Cloud System Specialists
IOS and Andriod Engineers
Mobile Application Development
Advanced Website Construction
Animated Presentation

The talented team of computer engineers, webmasters, graphic designers and mobile specialists at Alliance Sales & Marketing Solutions, can build virtually any system that you can imagine. Our location in Playa del Carmen, Mexico allows us to compete in pricing for computer engineering with India and China, while our team of American trained supervisors ensures a strong and well-built system.

For our clients located in North, Central, or South America, time zone management for virtual meetings is a non-issue. With short flights available from virtually every major airport within the continent, face-to-face meetings are not only very manageable, but also fun. Our clients generally relax on beautiful white sandy beaches near crystal clear Caribbean waters (located just a few blocks from our offices), while we build their world-class computer systems.

Our multi-lingual staff can construct your cloud system, App, mobile solution, website, or animated presentation in virtually any language. There is no limit for what our award winning team of computer engineers, web masters, mobile specialists, and graphic designers can build for your organization.

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ALLIANCES THAT WORK™

www.alliancesthatwork.com

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