



Better Business Bureau  
Of Southern Colorado

## Exclusive Benefits Only Available to Accredited Businesses

CONTINUE  
TO LEAD  
WITH  
INTEGRITY



THE SIGN OF A  
**BETTER  
BUSINESS**



### Elevated Brand Recognition

Display the iconic Accredited Business Seal proudly on your website, marketing, vehicles, and storefront—instantly signaling trust and credibility



### Personal Business Strategist

Gain direct access to a dedicated BBB strategic business advisor who offers personalized guidance on growth, marketing, AI adoption, & community engagement; helping your business thrive with support.



### Boosted SEO & AEO Visibility

Stand out online with stronger placement in search results and AI-driven platforms. BBB.org's authority enhances your visibility, credibility, and discoverability across both Search Engine optimization (SEO) and emerging AI Answer Engine Optimization (AEO) channels



### BBB Online Profile

Stand out with a customizable BBB.org profile featuring your logo, services, photos, and videos to capture more attention. BBB.org is a trusted national website with high visibility, your profile helps your business show up more often and more prominently when people search online—making it easier for customers to find and choose you.



### AI Discovery Call

Schedule a one-on-one session with a BBB advisor to explore AI trends, assess your needs, and identify strategies to streamline operations and grow revenue.



### Targeted Advertising Opportunities

Reach your audience with exclusive advertising options—from industry-targeted ads on BBB.org to tailored Google campaigns, newsletter features, and AI-driven marketing—all designed to align with your goals.



### AI Education

Stay ahead of your competition with six free AI classes, free AI readiness assessments, and Google AI certifications—empowering your team to integrate AI confidently and ethically.



### AI Support & Training

Add AI services to your annual dues for a small fee and gain access to exclusive AI tools, training, and ongoing support to help your business grow with confidence.



(719) 636-1155



[accreditation@bbbsc.org](mailto:accreditation@bbbsc.org)



[www.bbbsc.org](http://www.bbbsc.org)



### Integrity & Reputation Check Tool

Protect your brand with automated checks that ensure your online presence is accurate, secure, and professional. This tool will catch errors, broken links, and compliance issues before customers do.



### BBB Summit Award Recognition

Be acknowledged for your engagement with BBB, your business profile and increasing interactions with customers online.



### Age-Friendly Certification

Demonstrate your commitment to serving older adults with BBB's Age-Friendly designation, helping you attract and retain loyal customers.



### Discounted Professional Education

Enjoy 10% off custom training programs and 5% off professional development courses through UCCS College of Business Executive Education.



### Dell Business Savings

Get an additional 5% discount on select Dell Technologies to support your business operations.



### Excellence in Business Award

Compete for this prestigious recognition of outstanding customer service, ethics, trust and community impact, available only to Accredited Businesses. Our top award, this award brings valuable marketing exposure.



### BBB4Good Purpose-Driven Recognition

Earn a BBB4Good Verification badge to showcase your company's social and environmental impact, giving you credibility for purpose-driven initiatives.



### Workshop & Webinar Discounts

Save on valuable workshops and webinars for business and professional development through the Pikes Peak and Pueblo Small Business Development Centers.



### Exclusive Legal Services

Receive a free corporate records audit plus 15% off legal services through Doherty Law Firm, P.C., giving you access to a valuable resource for compliance and protection.



### No-Cost Mediation & Arbitration

Access up to two free mediation or arbitration sessions annually, saving time and money while resolving disputes fairly

## AI For Small Business Series

Future-proof your business with the AI for Small Business Series – your hands-on guide to mastering AI tools. Exclusively free for BBB-accredited businesses, this six-class series equips you to streamline operations, enhance customer experiences, and create impactful content. Whether you're new to AI or ready to advance, you'll gain practical skills to confidently integrate AI and thrive in today's fast-changing marketplace.

#### ChatGPT Basics

This workshop will show you how ChatGPT can simplify everyday tasks, strengthen customer communication, and help you create marketing content with ease. You'll walk away with practical tools to start using AI in your business right away.

#### Harnessing Generative AI for Small Business

Generative AI can help small businesses save time and resources by automating tasks like content creation and customer service. By boosting efficiency and sparking creativity, these tools can give small businesses a competitive edge in today's—and tomorrow's—marketplace.

#### Make your Business Discoverable in the Age of AI

Customer search habits are shifting from Google results to AI tools like ChatGPT, Google Gemini, and Perplexity that deliver instant answers. This workshop introduces Answer Engine Optimization (AEO) and gives you practical strategies to help your business stand out in this new AI-driven search landscape