



# NORTHERN ALBERTA CONSUMERS MEET WITH... **DARYL SMITH** from **BENEFIT STRATEGIES INC.**

Benefit Strategies Inc. is a first year Consumer Choice Award winner in the category of Group Benefit Brokers, in the region of Northern Alberta. The company has been in business since 1982 and is Northern Alberta's leader in Group Benefits.



## CONTACT INFORMATION:

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**WHAT DOES IT MEAN FOR YOUR COMPANY TO BE VOTED BY CONSUMERS AS YOUR CITY'S BEST?** We are honoured to have been selected by Consumers Choice Awards as the City's best Group Benefit Provider. This award is evidence of our hard work and determination to achieve our goals and putting our clients first.

**WHAT SETS YOU APART FROM YOUR COMPETITORS?** Our firm has been providing group benefit solutions to companies across AB, BC and the NWT since 1982. We have a passion for group benefits! We have worked extremely hard to develop our customer service model. We are confident that you will find our service to be second to none. We take pride in providing prompt, efficient, reliable service to all of our clients. We "think outside the box" to assist our clients in transforming a necessary business expense into a profitable investment, enhancing employee motivation and productivity. We have streamlined our processes to provide our clients with the best possible experience when managing the group benefit plan for their employees. We are a very "hands-on" broker - providing our clients with both individual employee support and plan administrator support on a regular, on-going basis. Our detailed quarterly financial reports provide employers with a clear picture of the usage of their benefit plan.

**HOW WILL WINNING THIS AWARD AFFECT THE WORK YOU DO MOVING FORWARD?** The Consumers Choice Award will assist in providing the encouragement and determination for us to continue to do what we do best...providing our clients with the customer service they have come to expect from our firm. The Consumer Choice Award denotes a level of excellence in our field - something that we strive every day to achieve.

**WHAT IS THE BIGGEST RISK YOU HAVE EVER TAKEN IN BUSINESS?** The biggest risk that I have taken in business was to actually start my firm. It takes a confident, motivated and determined individual, a tenacious individual to take a leap into the unknown. I took this leap back in 1982. I have learned many things over the past 35 years. It has been important to learn quickly from my mistakes and to remain focused and motivated to achieve success.

**BUSINESSWISE, WHAT ARE YOUR NEXT BIG STEPS?** We look forward to growing our firm. Our goal is to hire additional team members to meet the increasing demands of our firm.

## GETTING TO KNOW **DARYL SMITH**

### MY BUSINESS MOTTO IS...

"Your Success is our Business." I firmly believe in that statement and all of our staff at Benefit Strategies work hard to insure the success of our clients...it's what we do best!

### WHAT I LOVE IN MY JOB...

I love the fact that every day presents new challenges. I enjoy enhancing the business relationships that we have formed with our clients. It is very satisfying to assist business owners in providing creative, affordable solutions for their employee benefit plans.

### RECENTLY I LEARNED...

The business world is constantly changing. No matter how great my efforts are to maintain a relationship or provide the best service in the industry, there will always be things that occur that are out of my control. I have learned to look forward with increased motivation and determination to grow my block of business.

### MY BIGGEST SUCCESS IS...

Building a powerful, dedicated team of employees within my firm. I have been fortunate to have long term employees who strive for excellence in all that they do. They share in my passion for group benefits. Each member of our firm comes with their own unique strengths, and together, we have built a very successful firm.

### DURING MY SPARE TIME I LIKE TOO...

I have a passion for hockey. In my younger years, I played Junior A hockey in the BC Junior Hockey League and currently enjoy playing on a team in Edmonton. I also enjoy playing tennis and relaxing at our cabin on Devil's Lake.