NSBSG WeeklyWindowVol.2

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Mission Statement:

"To promote small business in general and specifically to aid, enhance and motivate each other in our respective business enterprises. Our desire is to expand the knowledge and personal network base of each and every one of our members and to make them better at what they do."

"The FIVE Deadly Sins of Sales"

Fiona Walsh of Fm Walsh and Associates joined us on Wednesday June 21 to outline her five most common mistakes she sees equally in big and small business.

There have been situations, when attending a sales call with her client, where Fiona was tempted to kick her client under the table for small digressions. This is a list of her fave five.

1. **Not having a clearly defined market:** who are your clients, where do they hang out, how do your clients find you. These are all questions one needs to ask to determine something as simple as where to advertise, as well as what your message should be. This also serves to determine more complex matters as price, and even if your product/service fits your target market.

2. **Not having a clear benefit statement; "What's in it for me":** As you're making your phenomenal PowerPoint presentation, your client is quietly asking him/herself this question. If this question goes unanswered, then you've squandered an opportunity to close business. Which leads us to…

3. **Forgetting to Close:** After your phenomenal presentation, don't just sit and smile. Ask for the business. If you can't bring yourself to just asking for a sale, then ask in baby steps by testing the waters. Do they have any questions? Did this presentation address their needs? Is there anything preventing them from moving forward? What would be the next step to fulfill their evaluation process? There are a gazillion ways of asking to do business, without actually asking for the business, **so long as you remember to eventually ask for the business.**

Verticals:
Accounting/Finance

Banking

Brokerage (Mortgage, securities)

Building Inspection

Business Services

Cleaning Services

Communications, Marketing (Advertising, Design, Sales)

Computer H/ware

Construction

Counseling

Database Mktg

Home Renovation

Human Resources (Social Engineering)

Insurance (Life, Asset)

Medical (Holistic, Therapeutic)

Non-profit

Office Mgmt.

Real Estate (Investment, Sales/buying)

Retail

Software

Special Event Mktg.

4. **Fearful of Rejection.** This can be a paralyzing fear that causes procrastination, and you end up becoming an order taker. In the end your business suffers. Fiona suggests focusing on your successful results, not your actions. Set clear objectives for yourself (# of phone calls, client visits, new presentations) and don't settle on assumptions; the world can't possibly hate you, they haven't met you yet!

5. **No follow up.** Figure out what you want to do with the contacts from networking and do something. Know who your champions are, compile a "best clients" list, and ask for referrals, or even a referral letter from which you can quote a line or two from each into a "greatest hits" list in the form of a testimonial page in your presentation or web site. Also, connect people for their benefit; givers get.

For more information on how Fiona can help boost your sales, contact her at FM Walsh and Associates, at 604.339.5706, or fiona@fmwalsh.com

Announcements:

The following members wish to send thanks to their fellow members for continued business, referrals, and ongoing projects:

Neil Hamilton, Royal LePage North Shore, thanks **Marion Maysenhoelder** of **Invis** for a business referral…**Jayme Knox, Streetcards Advertising**, and **Amber Weland, Vancity North Shore,** for ongoing business.

Bailey Jung, Silver Bullet Shredding thanks **Nelson Chow** of **Arbutus Insurance** for business referral

Wayne Keeler, Ferguson Moving and Storage, thanks **Richard Willems, Arubiano Photography** for business referral

Bob Rogers, Harvest Project, thanks **Amber Weland, Vancity North Shore** for ongoing support of the Harvest Project. And also a call of thanks for **Sandi Ma, graphic communicator,** for her ongoing design work

The Gauntlet has been dropped!

The **NSBSG** has been challenged by VBNF (Vancouver Business Networking Forum) to a bowling challenge for the Children Wish Foundation, Alex Au-yeung writes:

"Come join us for a fun and challenging evening and meet with many of our sponsors and special guests. 50% of the proceed(s) goes to the Children's Wish Foundation.
An evening of Fun, Charity and Networking. July 11, 2006, 6:00 – 9:00 p.m.

REV's Bowling Center - 5502 Lougheed Highway, Burnaby, B.C. V5B 2Z8
Tel: (604) 299-9381 (next to Holdom Skytrain Station)

Guests:

Fiona Walsh, Sales Strategist, FM Walsh and Associates Inc. 604.339.5706.
Fiona@fmwalsh.com www.fmwalsh.com

Paul Gill, Director of Operations, Sunshine Cabs, 604.929.1221

Peggy Heinrich, Customer Relations, Sunshine Cabs, 604.929.1221

Warren Baxter, MBA, Executive Management, Strategic planning, organizational leadership and management 604.888.1626, wfbaxter@shaw.ca

Next Meeting:

Wednesday June 28, 2006
Focused Chat: TBA

Focused Chat Calendar:

Wednesday July 8, 2006
Focused Chat: Darlene Gering, Burnaby Board of Trade
Darlene will discuss benefits of joining the Burnaby Board of Trade.
We are now accepting requests to conduct focused chats. Any new (or existing) members who wish to reserve a date are asked to contact Neil Hamilton

Networking Events:

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Burnaby Board of Trade

Thursday July 11, 2006 7:00 a.m. to 9:00 a.m
Small Business Breakfast Seminar: Delivering Outrageous Customer Service
Executive Hotel Burnaby, 4201 Lougheed Highway.

This Small Business Breakfast Seminar, with special guest speaker Roy Prevost, an authority on Big Box Retail, will give you a proven, practical program on how to create the ultimate "customer experience."

Early-bird tickets are $16 for members and $21 for non-members. After July 4th, tickets will be $18 for members and $24 for non-members. All prices are exclusive of GST.

Destination Sunshine Coast & Artworks Tours by Cindy Buis
"Water-in-the-Garden" Tour
Sunday, July 2, 2006, Noon to 4 pm
We will meet you at the Langdale Ferry terminal at noon and take you on a tour to see 8 fabulous Private Gardens all with ponds or water features.
Cost: $50.00 per person **(max 10 people)**
(Make your own way to Horseshoe Bay for the 11:20 am Ferry to Langdale on the Sunshine Coast)
(After the Tour we can take you back to the ferry terminal or to your accommodation if you are staying the night.)

or

"Fibre Art & Woodworking" Tours
Wednesday, Aug 16, or Thursday Aug 17 10 am to 4 pm
We will meet you at the Langdale Ferry terminal at 10am and take you on a tour to see Fibre Art & Woodworking studios, special displays and features during the 7th Annual Fibre Arts Festival.
Cost: $95.00 per person **(max 10 people)** Lunch is included
(Make your own way to Horseshoe Bay for the 9:20 am Ferry to Langdale on the Sunshine Coast)
Call Cindy **at 604-886-1200** to register as soon as possible, seats are limited!

Entrepreneurial Success Group

Tuesday June 27/06
ESN Networking Social Evening: Last Tuesday each month.
Empire Landmark Hotel, 1400 Robson St.530pm – 730pm

info@esnorg.org
http://www.esnorg.org

Jobline Marketing
CAREER / BUSINESS FAIR
For Univ./College Grads & Experienced Professionals
Tuesday June 27, 2006
Hilton Metrotown Hotel, Burnaby, BC

North Vancouver Chamber

Caribbean Day Pancake Breakfast
Wednesday, July 19, 2006
7:30am - 9:00am

The North Vancouver Chamber of Commerce in conjunction with the Trinidad and Tobago Society is hosting a pancake breakfast at the Hurricane Grill to promote

Caribbean Days. You will hear and see more about the festival from the organizers, listen to the music and have a great breakfast with a Caribbean flair in the Hurricane Grill replete with the colours and ambience of a Caribbean locale.

Come and join us for this fun-filled event.
Location: Hurricane Grill - 999 Marine Drive
Pricing for this event: Members $15.00
Non-Members $20.00

New Members Reception

Location: Lions Gate Studios, 555 Brooksbank Avenue
Thursday, July 20, 2006
New Members Reception
5:00pm - 7:00pm
https://www.nvchamber.ca/ecal_eventregistration.php?EventID=19

Richmond Chamber

Tuesday July 18, 2006
Annual BBQ Luncheon

Come Invent the Future...

Join us pool side at the Best Western Richmond Hotel on Tuesday, July 18th, for the Richmond Chamber of Commerce Annual BBQ Buffet Luncheon!

Summer Networking at it's finest!

11:45am - 1:45pm

Tickets:
$30.00 Incl. GST Members
$45.00 Incl. GST Non-Members

SOHO www.soho.ca
Soho "Show and Tell" Breakfast Roundtable
Tuesday June 27th - 7:45-10:00AM

Sandman Hotel, Ballroom A, 180 W.Georgia St.
7:45 – 10:00 am

SOHO members: $10
Non-Members: $15

Vancouver Business Network Forum

- VBNF Burnaby Chapter - 2nd Tuesday of the month.
- VBNF Vancouver Chapter - 4th Wednesday of month

http://vbnf.com/next_meeting.html

Wednesday June 28, 2006

VBNF invites all our affiliates and friends to come to our FREE business network event.

Date: June 28, 06
Time: 6:15 p.m.
Place: Canada Export Center
Address: 602 W. Hastings (by Seymour)

Please come join us for a FREE networking event. Domino's Pizza and soft drinks will be served.

This event is sponsored by the Canada Export Center and Domino's Pizza.

Tuesday July 11, 2006.
REV's Bowling Centre 5502 Lougheed Highway, Burnaby, B.C 6:00 - 9:00 p.m

VBNF challenges you and your group of friends to a Fundraiser Bowling Tournament, and a fun evening of networking.

VBNF and Rev's Bowling Centre are happy to invite you and your friends to a fun and meaningful fundraising evening. Over 120 people (including VBNF members and friends from other networking groups and companies) will be participating in a bowling tournament. Rev's will be providing us with 20 bowling lanes - shoe rental included. We will also be serving All You Can Eat freshly made Pizza and pop. A cash bar is also available.

The cost for all members and non-members is $20 per person. Half of all the proceeds will go to the Children's Wish Foundation.

Since space is limited please sign up by July 8, 2006 at www.vbnf.com/contact us.html so we can arrange the teams. Please include the names of players and cheerleaders coming to the event. Each player's average score should be included so we can make the teams even. Your group members may be re-assigned in order to build other teams. We will accept payment online for the event.

The evening will start at 6:00 p.m. sharp at the lounge on the 2nd floor for networking and pizza from New Vibe Pizza. At 7:00 p.m. we will start the bowling tournament.

At 9:00 p.m. we will collect the scores and present the winning teams with prizes.

There will be a business card draw for the numerous door prizes. Please bring enough business cards for the event.

The following prizes will be offered:

1. Best Team with the highest score
2. Best player with the highest score
3. Best player with the highest spirit
4. Best group with the biggest heart (The group that has the most number of people participating at the event)
5. Door prize Draw
6. Other special prizes from our sponsors

This event is sponsored by the following organizations:

- VBNF
- CMY Designs
- REV'S Bowling Centre
- Gillander's Wine Cellar
- New Vibes Pizza
- Kansas City BBQ

If any individual or group is interested in sponsoring the event, please contact Alex at 604-422-8878 or alex@vbnf.com.

Vancouver Enterprise Forum

Wednesday, June 28, 2006
Techno grill BBQ Bash
This is an informal summer meeting with no formal agenda or presentations.

Law Courts Inn
4th Floor, 800 Smithe St.
Vancouver
www.vef.org.

Resource Guide:

Online Business Webinars:
http://main.placeware.com/demos/web_seminar_archive.cfm

Virtual Handshake – online business Book
http://thevirtualhandshake.com/free-book-download.htm

http://vancouver.craigslist.org/

http://www.soho.ca/

http://www.vef.org/web/EventDetails.asp?ProductID=82

Chamber events:

http://www.hpmarketing.com/cgi-bin/events_calendar.cgi

Networking Database:

LinkedIn Resources: SONI Canada
http://www.atomicacreative.com/sonicanada.html
https://www.linkedin.com/home

Job Boards:

http://charityvillage.com/,
http://working.canada.com/vancouver/index.html
http://jb-ge.hrdc-drhc.gc.ca/, http://regionalhelpwanted.com/home/167.htm?sn=167

Wage Subsidy Program (& Job Board)

http://fwt.bc.ca/

Social / Event Management:
http://gracioushost.ca/, www.perfectday.ca, www.tgifbc.com,
http://fairweathercruises.com/

Urban Legends Reference Page:
http://www.snopes.com/

Yellow Pages Business Finder:
http://www.yellowpages.ca/searchBusiness.do