

# NBSG Weekly Window vol.2

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[www.nsbsg.com](http://www.nsbsg.com)

**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 "L" Factor: Equating Personality to Sales Success



George Moen of Bitron shares his experiences.

Customers buy from you because they like you, and when the trust is built, they follow through with belief in your product.

Experienced, successful franchiser, and serial entrepreneur George Moen of Bitron Marketing presented his views on successful selling based on his years of experienced.

George is probably best known for starting the Sandwich Tree, and expanding the Blenz franchise throughout the lower mainland and overseas.

George let us in on a few ingredients to successful client –building.

First, he discussed three best practice tips to successful networking:

- "80% is just showing up" – get out and meet people
- Go in with the desire to buy, not sell. If you go in to buy for yourself, or people you know, the returns will happen
- Gather information on the people/companies you meet

George then went on to discuss the "L" factor, that is, likeability.

“75% of every (closed) business deal is (based) on whether or not people like you”. Building trust and reliability is key to developing a relationship that results in on-going business. A simple test, described by George is can you say what you do and prove what you say you can do. To add to that, can your actions be replicated consistently?

As always, it is important to get testimonials.

George Moen is a founding Director and Independent Distributor to Bitron Marketing. Bitron is a rewards-based sales system designed to leverage business among members by strategically aligning buyers and sellers of goods and services.

Bitron was originally marketing a fuel additive that helps add longevity to your engine and fuel efficiency.

### Guests:

**Jim Ewart**, Director, Harvest Project

**Paul Coker**, Innova Kitchens & Baths, 604.676.1603, [Innova@dowco.com](mailto:Innova@dowco.com)

**George Moen**, Independent Distributor, Bi-Tron Marketing, 1.866.824.8559, [gmoen@magnoliamerc.com](mailto:gmoen@magnoliamerc.com), [www.magnolia.bitronglobal.biz](http://www.magnolia.bitronglobal.biz)

**Deb Browne**, President/Founder, Entrepreneurial Success Network, 604.3036580, [info@esnorg.org](mailto:info@esnorg.org)

### New Members:

The Executive is pleased to announce the addition of **Enn Oun**, Vice – President of **The Interpreters Group**, and **Jan Townend**, Art Broker.

Enn is a familiar face in networking circles, and brings a wealth of experience in many areas of business.

The Interpreters Group specializes in offering translation services for business communications for a variety of industries.

604.961.9341, [ennoun@telus.net](mailto:ennoun@telus.net)

Jan operates Jan Townend Art, where she brokers artwork for her clients. 604.984.1296, [jantownend@hotmail.com](mailto:jantownend@hotmail.com)

### Next Meetings:

**November 29** - Bryan Yu, Canada Mortgage & Housing Corp. (CMHC)

**December 6** - Nicklas Ehrlich, Foundation for Integrated Health

**December 13 –7AM Start** Special Meeting- DVD Presentation of “The Secret”

**December 20** - No Breakfast - Xmas Cocktail Gala in lieu and final meeting of 2006.

Anyone wishing to present a Focused Chat please contact Neil Hamilton.

### Announcements:

#### NSBSG & ESN Host Networking Event

The **Entrepreneurial Success Network**, directed by **Deb Browne**, and the **NSBSG** will jointly host an evening of networking at the Empire Landmark

Hotel at 1400 Robson St., Vancouver, on Tuesday November 28.

The featured seminar presenter will be Isabelle Mori, of Moritherapy and her topic, "Brainstorming and Mutual Support Found in Success Groups" at 5pm.

Networking begins at 530pm until 7pm, featuring the Deb's exciting "speed networking" session.

For more information, link to [www.esnorg.org](http://www.esnorg.org), or contact Deb Browne at [info@esnorg.org](mailto:info@esnorg.org), or call 604.303.6580.

## Discover "The Secret"

The NSBSG will hold a special truncated meeting, to make time to present a DVD entitled "The Secret".

A compilation of personal development messages by the likes of Jack Canfield, Joe Vitale, John Gray, and Bob Proctor delivering some of the most powerful messages designed to help you self-actualize.

The meeting will take place on Wednesday December 13, starting at 7am.

Members are encouraged to invite VIP guests; we want to fill the room to 50-60 attendees.

<http://www.thesecond.tv/home.html>

## Christmas Gala at Bella Candela

The social committee and membership voted and accepted Bella Candela as the location for our Year End Christmas Social on the evening of Wednesday December 20.

In lieu of breakfast, we will have a cocktail party in the evening, hosted by our newest member Alvaro Peralta.

## Harvest Project Hosts "Taste of the World"

Harvest Project and Whole Foods is sponsoring a "Taste of the Holidays" evening.

This is an opportunity for the public to taste the wonderful food products that Whole Foods will be selling for the Holidays, and raise funds for the Harvest Project.

Taste of the Holidays Whole Foods will be held November 30, 2006 5:00-8:00 p.m. Passports can be purchased at the door for \$10

Join them for this special tasting of holiday favourites.

Donations raised from the evening will go to the Harvest Project, the only not-for-profit organization on the North Shore reaching out to people at risk of homelessness.

## Joyful Noise: Yule Concert

The Universal Gospel choir will be visiting the North Shore on Friday December 8, 8PM at the Kay Meek Centre, 1700 Mathers Ave, West Vancouver.

Under the Directorship of Brian Tate, the choir will present traditional holiday music to guide in the Christmas season.

Special rates for groups of 10 are available; please contact Norm Accipiter for more information.

For more information on the Universal Gospel Choir, link to:  
[www.universalgospelchoir.ca](http://www.universalgospelchoir.ca)

## Carol Ships: A Yule Tradition

Pat Miller of Fairweather Cruises reminded the membership that there is still space available for the December 13<sup>th</sup> Carol Ships Cruise on board the MV Hornblower,

This would be a fully catered event with music and dancing. The cost to attend would be approximately \$60 including GST.

Members are asked to contact Pat to reserve space, as it is filling up fast.

## Correction Notice:

In last week's newsletter, Alan Ogden, of Dittoware's phone number was printed with a Toronto number. His correct BC number is 778-288-0224.

The *Weekly Window* thanks Alan for his notice, and we regret any inconvenience this may have caused.

## Acknowledgements:

*The members wish to acknowledge the support of their colleagues and guests for either referrals resulting in leads, completed business, or the patronage of their respective business.*

### Neil Hamilton, Royal Lepage-N.Shore:

- **Glenn Duxbury, Marion Maysenhoelder, Nelson Chow, AJ Vermeer** for sharing a booth at the ESN Fall Trade Show.

### Bruce Duncan, HealthNow:

- **Norm Accipiter and Barry Sharp** for becoming new customers.

### Kevin Middleton, MTS Sound:

- **Alvaro Peralta**, for business
- **Harvest Project** and NVan Chamber for Business After Business

### Mark Hood, North Shore News:

- Thanks **Lorne of Ferguson Moving** and **Glenn Duxbury** for their support of North Shore Business News

### Dave Watson, eXtra Connect:

- **Nelson Chow**, for promptness in providing insurance

### Glenn Duxbury, Home Inspector:

- Thanks **Neil Hamilton** for support

### Arnie Gauthier, datacom consultants:

- **Len Macht**, for his patience;  
**Barry Kong** and **Kevin Middleton** for business inquiries

**Jak Redenbach, Architect:**

- **Alvaro Peralta**, for hosting a business meeting

**Networking Events:**

**Burnaby Board of Trade  
December Networking Breakfast**

**Tuesday December 12, 2006**

7:00 am -9:00 am

Executive Hotel Burnaby  
4201 Lougheed Highway

<http://www.burnabyboardoftrade.com/events1.html#2006-12-12265>

**Dunbar Business Circle Networking Group**

Monday, November 27.

**Blaise MacClayne & Peter Sammarco  
BLAISE MACCLAYNE**

**"How To Get Past The Gatekeeper"**

Blaise does an average of over 700 calls a week. He will offer his insight on what he encounters on the phone on a daily basis, and also show you how to write a script. Blaise has more than 16 years of business-to-business calling experience, with a proven track record. He offers his insights on how you can get past the gatekeeper.

**PETER SAMMARCO**

**"Do You Want To Connect With All Of The Relationships in Your Life?"**

Author of 3 Books on Relationships, among them *"The Five Pillars of Relationships"* and *"Awakening the Power Within."*

From this talk, you will come out Transformed with Tools to help you have practical ways to improving your relationships in all areas of your life.

**TIME:** 6pm for supper & networking

**COST:** \$17, supper included

**LOCATION:** Esquires Coffee House  
2098 W. 41st Ave.

Corner of East Boulevard  
Vancouver

*Parking beside MacDonald's*

[Teyafrance@shaw.ca](mailto:Teyafrance@shaw.ca) or call her at 604-267-7571

**Entrepreneurial Success Group  
ESN Networking Social Evening:  
Tuesday, November 28, 2006**

**Co-hosted by NSBSG**

5:30-7:30 pm

Empire Landmark Hotel  
1400 Robson Street, Vancouver  
Crystal Ballroom

Attend an evening of speed networking in a fun, social environment

Contact Deb Brown at 604.303.6580  
info@esnorg.org

<http://www.esnorg.org>

**Gracious Host**

**"An Enchanted Holiday Luncheon"  
Saturday December 16, 2006**

11:00 am – 11:45am Registration & Mingling

11:45 am – 2:00pm Buffet lunch

Presented by: Gracious Host Events & Comox CanadAsia Business Society, with support by BC Aviation Council

Quilchena Golf And Country Club, 3551 Granville Ave, Richmond, BC

On-going entertainment programs:  
Keynote address by first Commander of Canadian Snowbirds Aeronautics,  
Cadets' holiday classic music, solo acts,

silent auction etc.

Registration: email  
[ComoxCanada@yahoo.ca](mailto:ComoxCanada@yahoo.ca)

Include name, company & cellular number.

\$30 early bird before Dec 1,  
\$35 registrant after Dec 1, 2006

No show will get billed in full.

Parking: Free.

Business attire or professional casual.  
No jeans please.

First ever round table symposium on  
“Mergers & Acquisitions in China”

Terminal City Club Vancouver

### **eWomen Network Revenue Generating Networking**

Friday, December 8th, 2006  
8:30AM–11:30 AM(door opens at 8am)

Terminal City Club  
837 West Hastings Street, Vancouver  
Ticket: Members \$48, Non-members \$60

Beginning from Dec. 5th, all tickets are \$60

Table: eWN \$65, Non-member \$90  
RSVP: 604 985 3739

Web:  
<http://events.ewomennetwork.com/event/details.php?eid=4584>

### **Vancouver Enterprise Forum Tuesday, November 28, 2006 6:00 PM to 8:30 PM**

AceTech CEO War Stories:  
The Going Public Decision - Strategies,  
Tips, Pros and Cons from Seasoned  
Technology Executives

Science World. Doors open at 6:00 p.m.,  
with the presentations beginning  
precisely at 7:00 p.m.

Pre-registration is highly recommended,  
as our CEO War Stories events are  
always well attended. Admission is free  
for members, \$35 for non-members.

<http://www.vef.org/web/eventdetails.asp?contactid=2e0ffe93-50ff-4c4a-8eed-0c39643d55ff>

## **Resource Guide:**

For a listing of members' web sites,  
please visit our website at

[www.nbsbg.com](http://www.nbsbg.com)

### **Online Business Webinars:**

[http://main.placeware.com/demos/web\\_seminar\\_archive.cfm](http://main.placeware.com/demos/web_seminar_archive.cfm)

### **Chamber events:**

[http://www.hpmarketing.com/cgi-bin/events\\_calendar.cgi](http://www.hpmarketing.com/cgi-bin/events_calendar.cgi)

### **High Tech:**

High Tech Communicators Exchange  
<http://www.htce.org/events.htm>  
Vancouver Enterprise Forum –  
Vancouver's High Tech networking  
forum:

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

### **Maps and Directions:**

<http://www.mapquest.com/>

### **Networking Database:**

LinkedIn Resources: SONI Canada  
<http://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>

**FutureWorks** - Wage Subsidy Program  
(& Job Board)  
<http://fwt.bc.ca/>

**Sales Coaching/ Consulting:**

Fiona Walsh  
FM Walsh & Associates  
604-339-5706  
[www.fmwalsh.com](http://www.fmwalsh.com)

**Social / Event Management:**

<http://gracioushost.ca/>  
[www.perfectday.ca](http://www.perfectday.ca),  
[www.tgifbc.com](http://www.tgifbc.com),  
<http://fairweathercruises.com/>

**Urban Legends Reference Page:**

<http://www.snopes.com/>

**Yellow Pages Business Finder:**

<http://www.yellowpages.ca/searchBusiness.do>

**Miscellaneous:**

<http://vancouver.craigslist.org/>  
<http://www.soho.ca/>