

MoreSALES.ca

Discover the difference MoreSales can make

**Today, business growth
is your best weapon!**

Some companies get off to a great start only to stall as they reach the threshold of real growth. While others, after years of adequate success, falter when faced with changing market conditions. Whatever your business, sustained sales are the life blood of success.

For your company to thrive, or even survive, you have to have sales.

MoreSALES.ca is dedicated to helping organizations:

- Increase sales revenue
- Achieve higher margins
- Expand their client base

Marketing and Sales, like a double-edged sword, are your best weapons when facing business adversity or the desire to grow. A strategically planned, well-timed marketing campaign lays the foundation from which you can build your business. Enriched sales techniques and tools will ensure new prospects become customers.

MoreSALES.ca specializes in helping our clients understand themselves and their customers better, so they can effectively communicate and persuade their customers to buy more, more often.

That's why **MoreSALES.ca** is proud to sponsor the Chamber's 5th seminar series aimed at helping your business grow.

If you are unable to attend any of the events, please contact us through the Chamber or our website and we will be pleased to send you the content.

We look forward to seeing you each month.

Donuts and Coffee Courtesy of:

Tim Hortons

648 Colborne St. E.

MoreSALES.ca Brantford and The Chamber of Commerce Brantford-Brant is pleased to present our 5th seminar series created for Chamber members and partners, by Brantford and area businesses. The 2011-2012 Series offers all new content that will help you meet today's business challenges. These seminars feature local expertise and address issues relevant to Brantford-Brant business and professionals.



Chamber of Commerce
Brantford - Brant

The Business Growth Learning Series comprises four seminars, held on a Thursday morning from 9:00am to 11:00am. Join us at 8:30 am for coffee. You will not want to miss these exceptional opportunities for professional development and business networking, so check out the current schedule.

Why Register

Valuable educational resources for you and your employees. All seminars are complimentary to **The Chamber of Commerce Brantford-Brant** members and partners.

How To Register

Online at: <http://www.brantfordbrantchamber.com> - click EVENTS

Email: michelle@brcc.ca

Phone: 519.753.2617

Who Should Attend

Business owners, leaders and individuals looking to grow their business or increase their sales.

Where Are They Held

All sessions are held at **The Chamber of Commerce Brantford-Brant** in the Boardroom, 77 Charlotte Street, Brantford.



Chamber of Commerce
Brantford - Brant

**2011-12
Chamber
of Commerce
Brantford-Brant**

5th Annual
*The Business
Growth Learning
Series*



Brought to you by:

MoreSALES.ca

Discover the difference MoreSales can make

Take Your Business To The Next Level!

EMAIL GOES SOCIAL

Thursday, November 17, 2011– 9:00am to 11:00am

Learn how to combine your email strategies with your social media strategies for business growth. Growth depends on tools and techniques to effectively approach potential customers; it's not enough to just keep telling them about you and your business – you need to find ways to engage people. What works? What doesn't? What is acceptable practice? Constant Contact social media expert, Lisa Kember, will present this valuable session. This seminar was part of the very successful "Light Your Fire" social media marketing success speaker series. Lisa is thrilled at this opportunity to speak in Brantford.

PRESENTER: Lisa is a veteran business development, marketing, and communications expert with a strong entrepreneurial background. She represents Constant Contact in Southern Ontario and works to help small businesses build deeper and more profitable customer relationships. Prior to joining Constant Contact, Lisa founded and managed her own marketing and communications agency where she developed strategic marketing programs for her clients. Lisa is also a member of the boards of directors of several business and community groups.

YOU ARE NEVER TOO LITTLE!!!

Thursday, January 26, 2012– 9:00am to 11:00am

Learn effective strategies to sell to major corporations and to compete for major Request for Proposal opportunities. This seminar will examine successful development approaches including vertical marketing and differentiation techniques. Understand the public bid marketplace and how to access it. Real-life stories will be used to illustrate key messages that will help you generate business growth and effectively approach larger prospective customers. Never think that you are too little.....it is possible to "dance with the elephant"!

PRESENTER: Susan Brown, Senior Advisor and owner of MoreSALES.ca Brantford will present this seminar. Susan has worked in sales for over twenty years. Her experience includes small business, major corporations, plant and corporate environments. Susan's education, experience and commitment to success benefit her clients as they strive to grow their businesses.



BACKYARD RESOURCES FOR BUSINESS GROWTH

Thursday, March 22, 2012– 9:00am to 11:00am

Your own backyard here in Brantford-Brant contains some great local resources to help you grow your business. Enterprise Brant and the Brantford-Brant Business Enterprise Resource Centre are two "gems" in our community, often not well understood by local businesses and entrepreneurs. Need mentoring, or business plan help, how about an online business planning tool, business set-up assistance, loan funding up to \$250,000, access to local business directories, help with cash flow forecasting for your business, education, or maybe help connecting to like-minded individuals in the community – these services and more are available in your own backyard. A brief presentation on Canada Post Business Services and open government funding options will be provided. Find out what you have right here in Brantford-Brant!

PRESENTER: Featured presenters will include Karen Eldridge of the Business Enterprise Resource Centre and Cindy Swanson of Enterprise Brant. As the Senior Small Business Consultant at the BRC, Karen has a background that includes over 30 years in banking and small business account management. Cindy Swanson became the General Manager of Enterprise Brant after a career in public accounting as well as small business ownership. Cindy is a Certified General Accountant and has worked for over 15 years to deliver federal and provincial programs that support small business growth in our community.

SERIOUS SELLING SKILLS: EMAIL DOES NOT REPLACE THE PHONE!

Thursday, May 17, 2012– 9:00am to 11:00am

This session takes a seriously humorous look at the importance of using the phone effectively to grow your business. Technology offers great tools to support the selling efforts of business but should never act as a substitute for person to person. Sales success is about working effectively with people! Peter's past presentations on the Learning Series have included Customer Service and Sales Success In A Difficult Market. Always fun, Peter fills his presentations with real-life stories that the audience can relate to and learn from.

PRESENTER: Peter Morris, President, Mindset Training; V.P. Performance Plus. With over 35 years in the business world, Peter has succeeded in sales, as an entrepreneur in small business and in the management ranks of the competitive insurance world. Peter's passion is to help sales and service people and corporations be the best they can be.