

# Build a Better Business



Learn at Lunch Series  
Tuesday, Sept 29th 2009

## The Non-Salesperson Sales Bootcamp

### Sales Bootcamp

Most business, if they are completely honest with themselves, realize that over the past few years, their business' sales strategy has simply been picking up the phone and taking an order. The recession has changed that.

#### **Yes, but I don't want to be a "salesperson"!**

How many people go through school with a dream to be in sales? Few people want to pursue this as a career because of the negative stereotype associated with the "sales persona." But... for a moment ... stop and think about you as a consumer. It's Saturday and you're running your weekly errands. You go to this store and purchase a product, and then onto the next store where you buy something for a friend, onto the next store to pick up something for your BBQ party tonight.. and on and on you go doing your errands.

But... you walk into your last store and you meet "the salesperson from h..." Up to this point you've been into four stores and all the people who helped you were great. But this person - Yikes!

Build a Better Business  
Learn at Lunch Series

The Non-Salesperson Sales Bootcamp

TUESDAY  
Sept 29, 2009

11:30 am - 1 pm  
Canmore Golf & Curling Club  
\$20/person

Pre-Registration Required

[Click Here for Secure Registration](#)

### Quick Links

[Bow Valley College](#)

[Canmore Economic Development Authority](#)

## The Non-Salesperson Sales Bootcamp

If you are like most people, that evening at the BBQ you won't be telling people about the four great salespeople you met that day. Instead, you'll be telling your friends about "the salesperson from h..." Why? Consumer Behaviour studies have demonstrated over and over again, people love to talk about negative shopping experiences rather than positive shopping experiences.

As a business owner you don't want people telling others about a negative sales experience they had. But, it's not that easy for people to re-learn how to be "salespeople" rather than "order-takers". And, it becomes even more difficult when increasing sales is essential to surviving these turbulent economic times. So, how does someone become a good salesperson without being aggressive and turning into "the salesperson from h...?"

Slickster sales people are old school. These days professional salespeople know that to increase sales, the best approach is to sell your product or service is through CRM - Client Relationship Management. That's a fancy name for effective sales practices and effective sales practices mean not being aggressive or twisting people's arms to get them to buy your product.

Effective sales practices also involve talking only to those people who are most likely to need your product or service and not wasting your time and energy talking to a bunch of people who will never buy from you. Cold Calling is out... helping people is in.

### What's in it for you?

When you are out doing your weekly errands, ask one of those good salespeople why they work in Sales. You may be surprised by the answers. Good sales people are very proud of what they do. They'll tell you that they love helping people, they'll tell you they get a rush out of making people happy but the biggest rush that they will tell you they get is when, after a sale, that customer says, "Thank you very much for selling me this product." Don't believe someone will actually say that to you? Then for sure you need this workshop because they will... and that's a rush!



Lynda Kavanagh with WOW Communications and Training is recognized as an expert in Consumer Behaviour and Marketing. She has appeared on CTV and Global, hosted a Marketing Tips program on Shaw Community TV, been quoted and published in a variety of Canadian daily newspapers and magazines including The Globe & Mail, The National Post and Alberta Venture magazine.

During this 50 minute Sales Bootcamp, she will explain how Sales is number one of the five primary strategies used to increase business.

### The Non-Salesperson Sales Bootcamp

Tuesday, Sept 29th

[Canmore Rotary Club](#)

[Community Futures Centre West](#)

[WOW Communications & Training](#)

11.30 am - 1 pm  
Canmore Golf & Curling Club  
\$20/person

Pre-Registration Required

[REGISTER NOW!](#)

## Build a Better Business Program Partners:



To view our complete Privacy Policy please click [HERE](#)

Regular CEDA e-NEWS will continue to go out to Business Registry members and other interested readers, keeping them informed on community issues and the ever-expanding work of the Canmore Economic Development Authority and their member organizations.

Teresa Mullen  
Canmore Economic Development Authority  
403.678.6902 / [info@canmorebusiness.com](mailto:info@canmorebusiness.com)  
[www.canmorebusiness.com](http://www.canmorebusiness.com)