



SALES WORKSHOP FOR YOUR BUSINESS THIS WEEKEND!!!



The Squamish Nation Small Business Office would like to offer all interested SN Membership the opportunity to sign up and participate in “Sales for your Small Business” Workshop, part of the Marketing and Digital Media Education Series.

Marketing is a key component to getting in front of many target buyers at once with an established message that creates awareness for a company’s products and services and trust in the marketplace.

Once prospects have knowledge of the business, it requires the next step to drive that ball into the net...and close sales!



Sales and business development skills are critical to every entrepreneur and business that wants to generate revenue and turn a profit.

TRAINING OBJECTIVE

In this course, students will learn what drives business growth, how to seek out prospective customers who are ready to buy and what the difference is between a cold, warm and hot lead. They will also understand how to identify buying triggers and the various types of prospects. In addition, students will learn how to use a competitive advantage, story telling, case studies and a sense of urgency to capture attention and close the sale

This course delivers a hands-on approach using real world selling case studies and students’ own businesses as lab exercises. They will learn how to position and present their business in a professional manner and gain knowledge on the sales process to generate greater revenue for their business.

Upon course completion students will learn how to:

- Communicate the mission and vision of their business.
- Define their company’s unique sales proposition.
- Effectively price products and services for the market.
- Target their key customer effectively.
- Create rapport to establish a relationship and build trust.
- Ask the right questions to establish the need.

- Present their offering in the most attractive manner.
- Overcome objections and better understand the buyer's motivations.
- Ask for the sale and identify the opportunity to upsell.
- Follow up to maintain a relationship and repeat business.

Register for our Sales Level I course!!

Part I of "Sales for your Small Business" Workshop Series will take place on the following dates at the Chief Joe Mathias Centre.

This Saturday, March 5 and Sunday 6th from 10:00AM to 4:00PM at the Chief Joe Mathias Centre- side room

This is an excellent opportunity to learn how to move forward with your business, market to your target audience and increase sales! **You do not have to own a business to attend.**

If you want to learn more and create some excitement for a business you are thinking of starting or for your existing business.....Please join us!!

This is a free and valuable course!

IF YOU APPLIED FOR THE SNT OR HAVE BEEN FUNDED BY THE SNT- THIS IS AN EXCELLENT COURSE FOR YOU TO TAKE!!!!

Spaces are limited so please register ASAP!!

Please contact Geena Jackson at:

604-306-7736 (cell) or gjackson_snt@yahoo.com