



Où les affaires sont un sport de contact!

BIZMTL.COMMUNIQUÉ

Where business is a contact sport!



Volume 1, Issue 12

31 August 2004

SEPT. DINNER MEETINGS

TUESDAY 7 September 2004

TUESDAY 21 September 2004

**1st & 3rd Tuesdays of the month
for MEMBERS and**

**GUESTS BY
INVITATION ONLY**



5:15 PM Cocktails

6:00 PM SHARP Dinner

BizMtl COMPREND 37 MEMBRES
+ 7 MEMBRES POTENTIELS
Nouveau Membre:

Dan Goyens

A Mayze Office Cubicles

“Talking with qualified prospects”
by JJ Laliberté ...page 2

CHECK THIS OUT

THE SCOREBOARD LEADS and BUSINESS FOR THIS MONTH

AUGUST	GIVEN	REC'D
Direct Business	32	25
3rd Party Leads	6	5
Quotations	21	3



PROMOTE BizMtl COMPANIES

Introduce your staff and clients
to the www.bizmtl.com web
site.

Networking Presentation – Janice Greene

Janice Greene of Concord Promotions and her partner Rick Jacobson presented Concord by showing many different ideas for promotional use. They help businesses, universities, organizations and governments promote their corporate logos.

As well as the popular pens, mugs and key chains, they also have more unusual items such as compressed T-shirts in all shapes and sizes, small USB computer memory sticks, magnetic bookmarks and executive gifts. An extensive line of wearables such as golf shirts, jackets

and caps is also available. They have ideas for trade shows, golf tournaments, employee recognition and “give aways”.

Promotional items are a form of advertising and Concord is very proud of their attention to detail. They will work with you and your budget to help you choose the best item or group of items for you.

For more information, contact

Janice Greene
Concord Promotions
514-696-5777

www.concordpromo.com



ATTENDANCE

**Attend all meetings
and functions,
other members are
expecting to see you!**

LAST CHANCE FOR POTENTIAL MEMBERS TO BE A PART OF THE

BizMtl LOGO Colour Poster

We are now finalizing the BizMtl LOGO Poster. It's a big hit! Originally intended for public events, members now want to post it in their offices. We are working on pricing the 24" x 36" laminated colour poster. If you are not yet a member, sign up and become a part of BizMtl!

Welcome BizMtl ! We're up in lights!

It doesn't matter what they call us, but at least they call us!

You may call it recognition, finally. After about 2 years, our host has finally put us up in lights, or almost. Although we are posted on the “what's on today” board inside the lobby, sometimes as BIZ MONTREAL, or BIZ MTL, or any one of a number of names, now we have BIZZ MONTREAL – I guess it's better than DIZZ MONTREAL !

We do appreciate the recognition and thank our hosts for the welcome message.



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and how you
can help them.

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If you have any business articles which could be of interest to other mem-
bers, please forward them to harveyb@bizmtl.com

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Tuesday, September 7	Jesse Singfield Symetrix
Tuesday, September 21	Gerry Roiter, Avocat Presentation on Contracts
Tuesday, October 5	JJ Laliberté Leadership & Performance
Tuesday, October 19	Stan Posner eSPiTech
Tuesday, November 2	Jamie Goren Flestyle Graphics
Tuesday, November 16	Your Chance to Promote YOUR business
Tuesday, December 7	Your Chance to Promote
Tuesday, December 21	Special Meeting

J.J. Laliberté's suggestion on sales management to both sales persons and managers

It would be great if we could talk only to qualified prospects-



"The right people at the right time." Of course it's easier said than done, and you can't get there overnight. There are steps you can take to start moving in that direction and eventually you should get to the point where your time is spent almost exclusively in talking with qualified prospects and servicing existing customers. Here are a few ways to move in that direction:

1. Don't waste time with people in the pre-contemplation

stage. Put them on a passive education program; a newsletter list, an occasional letter or article that you mail them to stay in touch, but recognize that they may still never want what you've got.

2. Look for ways to screen out and identify prospects that are at the Options or Action stage:

- Use your web page to identify those seeking information (*looking for options*).
- Use a contact centre service to cold call and identify what stage the "prospect" is at, instead of using your valuable time.
- Use target marketing to encourage qualified prospects to call you.
- Ask your existing customers for qualified referrals.

- Present seminars that help people who are looking for options.
- Be a problem solver, not a product pusher.
- Network with people who will need your product or know others who do. Give something away that will identify prospects at the options stage when they call for it.
- Be a specialist. Gain the reputation for being the best in your field. People should come to you because you can help them solve their problems.

So, prospect intelligently rather than blindly. And even though your manager wants you to prospect more, what they really want is results. Set a

goal of evolving your business so that in the future, the right people *call you* at the right time and want your help solving their problems. Then you can (almost) stop prospecting. *This is an extract of the article submitted by JJ Laliberté.*

CATEGORIES DU MOIS

WE NEED TO FILL
THESE CATEGORIES

CARPET CLEANER
TELEPHONE SYSTEMS
CELLULAR TELE-
PHONES

PEST CONTROL
CLOTHING MEN
CLOTHING WOMEN
TELEPHONE SYSTEMS