



Office of the Secretary
Gerry Siemon
20 Kitchener Ave
London, On, N5Z 2B2
Ph. 519-439-9748
Fax 519-439-1832

FIRST NOTICE

EASA ONTARIO CHAPTER ANNUAL GENERAL MEETING & TRADESHOW JANUARY 23rd & 24th, 2004

Location: Sheraton Centre,
123 Queen Street West
Toronto, Ontario

Reservations: 416-361-1000

Room Rates: \$165 (Single) per night
\$165 (Double) per night
Club Level - \$225/night single
Additional Person (Over 2) \$30.00/night

NOTE:

MAKE YOUR RESERVATIONS BY DECEMBER 23rd, 2003.
PLEASE REFER TO EASA WHEN REGISTERING

**ATTENTION ALL OWNERS, MANAGERS, SALESMEN, TAKE
ADVANTAGE OF THE GREAT COURSES!
(SEE ATTACHED)**

**EASA ONTARIO CHAPTER
ANNUAL GENERAL MEETING
&
TRADESHOW
JANUARY 23rd & 24th, 2004**

A G E N D A

Friday, Jan. 23, 2004

**EASA Course: -
“Competitive Sales Strategies”**

Lunch Break

Health & Safety Seminar

EASA Tradeshow

Saturday, Jan. 24, 2004

**EASA Course: -
“Competitive Sales Strategies”**

**EASA Ontario Chapter
Annual General Meeting**

Guest Speaker

Mr. Bill Nielsen,

EASA International Vice Chairman

(Speaking on “State of the EASA Industry”

Lunch, Pasta Bar

EASA Tradeshow

Cocktails

Dinner/Dance, Featuring “New Hollywood”

**EASA ONTARIO CHAPTER
ANNUAL GENERAL MEETING & TRADESHOW
JANUARY 23rd & 24th, 2004
SHERATON CENTRE, TORONTO**

**REGISTRATION FORM
“Competitive Sales Strategies”**

Sponsored by the Ontario Chapter of EASA

LOCATION: Toronto Sheraton Centre
123 Queen St. West,
Toronto, Ontario

DATE & TIME: Friday, January 23, 2004 8:00 a.m. – 5:00 p.m.
Saturday, January 24, 2004 8:00 a.m. – 12:00 p.m.

COURSE COSTS: Member Firm \$100.00 per person***
Non-Member Firm \$200.00 per person

***Member rate represents a significant savings from actual costs of seminar.
(This course would run you \$400.00, plus travel expense if you went on your own.)

PAYABLE TO: EASA ONTARIO CHAPTER

MAIL TO: Sean Hickey, Treasurer
EASA Ontario Chapter
c/o Lafert North America Ltd.
5620 Kennedy Rd.
Mississauga, Ontario
L4Z 2A9

Please print or type the following:

REGISTRANT(S): _____

COMPANY: _____

ADDRESS: _____

CITY: _____ **PROV:** _____ **P/C** _____

REMINDER: *Payment must accompany this registration Form.*
Enclosed is my cheque for \$ _____

PLEASE NOTE: REGISTRATION LIMITED TO 30 APPLICANTS!

Competitive Sales Strategies:

Driving Your Business Forward

COURSE CONTENT

A clear vision, coupled with a list of what **sales managers** and **salespeople** need to do everyday, is critical to the future success of your organization. For many companies, there has been a “field of dreams” approach to business—if you build a great service/distribution organization, they will come. Today there are so many competitors that you’ve got to set yourself apart from them to be successful and profitable. This means you have to create or mold an organization that is clearly different from your competitors. You’ll learn how to be different (and better) in areas that the customer values: The product/service that you offer; the organization(s) that provide the service; and salespeople. You’ll learn how to be different in the way you “present” and market yourself and your organization. This begins with the sales process. “Competitive Sales Strategies” focuses strictly on creating a list of ideas that you can take back to your business and implement NOW. The seminar contains no theory; it covers only activities that drive your business forward.

PARTIAL LIST OF TOPICS

How to be different (and better)

How to compete against price

Finding and taking more of existing/new markets:

- Understand potential of market/customer
- Establish goals for each market/ customer
- Create a measurable action plan to accomplish goals
- Monitor the actions

Goal-setting:

- Deciding what you need to do
- Setting realistic goals
- Converting goals into activities:
- Driving your plan into all areas of your business

Compensation:

- Paying for what you care about
- Activities versus results

Sales strategies:

- Creating the right sales strategy for your business

The six-step sales process:

- Customers
- Decision-making process
- Opportunities
- Qualification
- Quotes/proposals
- Closing

Sales management tools:

- 10 x 10 matrix
- Opportunity management



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ANNUAL GENERAL MEETING
&
TRADESHOW
JANUARY 23rd & 24th, 2004**

**BONUS TECHNICAL SESSION
FREE OF CHARGE!
FRIDAY, JANUARY 23, 2004, 1:00 PM – 4:00 PM**

ATTENTION BUSINESS OWNERS AND MANAGERS!

**ARE YOU UP TO DATE WITH THE LATEST HEALTH & SAFETY INFORMATION
PERTAINING TO YOU?**

TENTATIVE DISCUSSION TO INCLUDE “DUE DILLIGENCE”

PLAN TO ATTEND, AS THIS INFORMATION DIRECTLY AFFECTS YOU!