



BUSINESS TO BUSINESS, WOMAN TO WOMAN

On November 20, 2003, nine women from China arrived in Toronto as part of a special Chinese-Canadian Business Exchange. The women had responsibilities ranging from operating the largest taxi service in China to commercial development construction and pharmaceutical companies. While in Toronto they met with women executives in

their markets in Canada. The delegation included Madame Zhao, President of the Chinese Association of Women Entrepreneurs; the largest business women's association in China with over 100 chapters and 5,000 members.

As you would expect, CAWEE members were part of the organizing committee, lending their expertise and time to this valuable event. At the dinner, a commemorative plaque was presented to Madame Zhao.



Left to right: Pat Vann, Director Evening Events; Kathy Zhang, China Delegation Liaison; Patti Knight, President CAWEE; Madame Zhao, President CAWE; Raf Di Cecco, Chair China Delegation Planning Committee and VP Operations.

JUST BE THERE!

Not many of us these days have time to stop and celebrate. CAWEE is asking you to take that time, March 4, and celebrate International Women's Day with us at the Metropolitan Hotel. The event is our gala event of the year, including the award ceremony for the ExtraOrdinary Woman of the Year.

In case you need even more compelling reasons to be there, here you go:

TEN REASONS FOR ATTENDING THE IWD GALA

Reason No. 10

The Metropolitan Hotel is beautiful, and elegant, like you.

Reason No. 9

March is grey and crummy in Toronto. You need to get out.

Reason No. 8

Every nominee for the award is a successful business woman. This is your opportunity to meet each one and exchange business cards.

Reason No. 7

Attending the event will take care of your marketing initiative for March.

Reason No. 6

It's a great excuse to buy a new outfit.

Reason No. 5

CAWEE members need to lift up the accomplishments of women everywhere - if we don't who will?

Reason No. 4

It will be fun.

Reason No. 3

You are guaranteed to make at least one important new contact.

Reason No. 2

Rub shoulders and provide input on the issues important to YOU when speaking with the provincial government ministers' who will be in attendance.

Reason No. 1

**You are a CAWEE member!
This is your event.**

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CAWEE

CANADIAN ASSOCIATION
OF WOMEN EXECUTIVES
& ENTREPRENEURS

a world within

acclaim

quarterly news

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MISSION STATEMENT

Canadian Association of
Women Executives &
Entrepreneurs (CAWEE)
provides an environment for
successful business women
to grow and develop both
professionally and personally
through business and
community involvement.

ACCLAIM AD RATES

**WEB LINK FROM CAWEE
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\$500.00 (plus GST)

**YOUR AD IN ACCLAIM
(price per insertion):**
1/8 Page \$75.00 (plus GST)
1/4 Page \$250.00 (plus GST)
1/2 Page \$500.00 (plus GST)
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\$1000.00 (plus GST)
Full Page (4 issues or more)
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a one year web link,
or list recognition at breakfast
meetings, or logo recognition
on quarterly mailer

Upcoming 2004 deadlines
March 10, July 10, October 10

**Email info@cawee.net
to book space**

WWW.CAWEE.NET

PRESIDENT'S MESSAGE

by: Patti Knight

My tenure as your president is winding down. I'm beginning to think about all the things we, as an organization, have accomplished in the past three years. Certainly the ExtraOrdinary Woman of the Year Award and Gala Dinner is high on the list. I encourage all of you to attend this terrific evening of celebration, held this year on March 4th at the Metropolitan Hotel. It will be a grand time and great opportunity to network with women from many professions and interests. Last year our nominees came from education, business, volunteer organizations, politics and government services.

This year, we are expecting another diverse and fascinating group of extraordinary women.

Plans are already underway for 2005. There will be some significant announcements on March 4th about the 2005 event, which will elevate our award on the national business women's landscape. Come and join in the celebration. Network and meet new contacts. It's what we are all about at CAWEE. ✨

Patti Knight

EVP Business Development, JagSphere Inc.

CAWEE INSIDER: Here We Grow Again!

A WARM WELCOME TO THE FOLLOWING NEW MEMBERS:

Linda Oprica, ASCENT COACHING

Marnie Walker, STUDENT EXPRESS

Elizabeth Lant, LIZ LANT HOME

Sue Chen, SUE CHEN, BARRISTER & SOLICITOR

Laura Cooper, FASKEN MARTINEAU DUMOULIN LLP

Joanna Zeman, CHATEAUGATE B & B

Sandra Troselj, CONFERENCING LINK INC

Ada Caputo, SEARS CANADA INC

Marie Johnsen, INUIT RESOURCE CENTRE INC

Ruth Daniels, RUTH DANIELS & ASSOCIATES

Barbara Kane, NOVA SCOTIA CRYSTAL

Lois Scott, CLINIDATA CORPORATION

Wendy Ospina, CASTLE FRANK CONSULTING

PERSISTENCE WITH CONFIDENCE

For this Sales issue of Acclaim, we asked some of our members who work in sales for their thoughts and advice. Michele Trempe has worked in the B to B tele-sales arena for years with successes at companies like TAB and CDI.

"Confidence is the most important aspect of selling," advises Michele, "believe in yourself and what you are selling, and convey it in your voice and your presence."

In a recent article published in the on-line sales bulletin, Vitamin, Michele also writes:

Have you ever heard the water cooler chat about how the top rep has a 'great territory' or 'got lucky?' Are you sitting back waiting for your turn? Forget it. In my 18 years of inside sales experience the reality is that top reps are top reps because of hard work, skill, and above all, persistence!

Just to get you motivated, here are the facts: a Notre Dame University study revealed that customers actually buy NOT on the first, NOT on the second nor even the third or fourth attempt to close!

- 46% of sales representatives asked for the order once and then quit.
- 24% of sales representatives asked for the order twice and then quit
- 14 % of sales representatives asked for the order three times the quit
- 12 % asked for the order four times before quitting

Finally, the report stated that 60% of the acceptances came on the fifth attempt!

Notre Dame's research supplements other studies on buying that have shown that on average, a full sales cycle from initial prospect call to close takes 7-9 contacts.

So what does this really mean to you? ✨

Simple: don't want to be part of the "herd" of 96% of reps who quit after four attempts!

*Michele Trempe can be reached at
michele.trempe@cdilearn.com*

International Women's Day Gala Event

CAWEE 2004 ANNUAL GENERAL MEETING AND EXTRAORDINARY WOMAN OF THE YEAR AWARD

DATE: Thursday, March 4, 2004
PLACE: Metropolitan Hotel
 103 Chestnut Street, Toronto

6.00 - 6:45: Cocktails
 6.45 - 7.45: Dinner
 8.00 - 9.00: ExtraOrdinary Woman of the Year Presentation and Guest Speaker

Once again we are at that time of year when we pause to honour achievements at our International Women's Day event.

What causes women to go beyond their own comfort zones in order to help, support and challenge others? What makes them extra ordinary? Find out from the women nominated by our membership for the work they've done in making the lives of girls and women so much better.

Make sure their evening is special with your attendance and applause. Invite anyone you feel would benefit from these wonderful examples of selfless dedication and commitment.

PRICE: \$60 for members, \$80 for non members
 Corporate Tables of Eight \$1,000 • GST included • Cash Bar

BREAKFAST NETWORKING - - WHO HAVE YOU MET LATELY?

*February 12 • March 11 • *April 8 • May 13 • *June 10

CAWEE's monthly breakfast get-togethers attract professional, executive and entrepreneurial women. These business socials take place the second Thursday of every month at Movenpik Marché in BCE Place from 7:30 a.m. to 9:00 a.m.

*CAWEE Corner

TOPICS (Proposed Schedule)

February 12: Taxes for small business, Hazel Mealey & Associates

April 8: Putting your best voice forward, Mary Michaela

June 10: Workplace ergonomics and healthy practices, Dr. Cynthia Chan

Breakfasts are held the second Thursday of every month at Movenpik Marche, BCE Place, Bay and Front Streets, 7:30AM. Parking underground, or the King Street subway exit.

Cost: \$10 for members and \$20 Non-members (incl. GST) for the first breakfast and \$30 (incl GST) for each additional visit. Purchase your own breakfast.

Note: Pre-registration is necessary. Those who pre-register and prepay by noon the Tuesday prior to the event are listed in a roster distributed at the meeting, with full contact and business nature information. (please provide a short business description upon registration).

LUNCH 'N' LEARN

This professional series of noon-hour workshops and presentations are led by experts from within CAWEE membership as well as leading professionals from all sectors of Canadian and international business.

APRIL 21ST - Investing in your Future -- One step at a time

Our speaker is Marcy Ages, CFP and a Canadian Investment Manager (CIM) for TE Financial Consultants Ltd. Mary will speak on how to pick a good investment advisor, Investment Asset Mix and diversification, Tax Planning, Estate Planning, the use of trusts in Wills, Executorship and Guardianship.

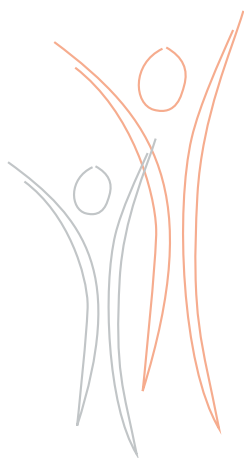
Time: 12.00 - 1.30 PM (lunch included)

The workshop will take place at the Children's Aid Society Building, 25 Spadina Road. Public parking available next to the building or take subway to Spadina West station.

Cost: \$60 for members and \$80 for non-members.

RSVP to all upcoming events in advance. Contact Marilyn Ryder, CAWEE:

Tel: 416-756-0000 Fax 416-862-0315, register on-line at www.cawee.net, or email info@cawee.net for further information, registration details, and to book your space.



AFTER THE SALE WAS OVER

KNOWLEDGE KEYS TO SUCCESSFUL CLIENT RELATIONSHIPS

by: Judy Smiley

To most people I've spoken with, business development stops after the paperwork is signed. For the successful sales professional, the contract signing is when real business development occurs.

If you're new to sales, business development can be broken down into what I call the 4 P's - prospecting, pitching, paperwork and proof. These principles take you from the initial contact right through to proving your value during the execution of the work. The fourth P - proof - is the most critical aspect of business development because it is where the rubber hits the road. But most people never learn how to take business development to the next level. By incorporating the following

So how do you ensure a lifetime client and subsequent referrals? By practicing the following keys to client relationship success.

Key I - Get to know your customer

No I don't mean know the business and competition; I mean really get to know your customer. What kind of person is she? How does he like to be communicated with? What are her professional goals? Challenges, triumphs?

Key II - Get to know their team

People shift from job to job and positions change. Don't tie your entire client relationship to one person in the organization. Get to know as many

So how do you ensure a lifetime client and subsequent referrals?

knowledge principles into your business practices, you'll be more successful at business development than you ever imagined. And success at business development means lifelong clients and a positive bank balance.

Perhaps you're sceptical; after all once the contract is signed don't you need to get back out into the jungle to hunt more elephants? Before you stop reading, take a moment to calculate the lifetime value of a client (LVC). This exercise will change your mind.

First, estimate the dollar value that an ideal client would spend with you during an average year. For example, a typical invoice might be \$5,000 a month for two years, for a total of \$120,000.

Now calculate how many clients your customer might refer to you over two years. One more customer at the same buying level is \$120,000. The real LVC then becomes \$240,000. Is that worth cultivating after the sale business development skills? I thought so.

people as possible, higher and lower in the company.

Key III - Look beyond their business for value-added ideas

Did you just learn something in another industry that could be helpful for your client? Communicate your ideas. Your client will recognize that you are thinking about them and what added value you might bring.

Key IV - Thank them for their business

Referrals come from clients who are respected and appreciated. Treat your customers as you like to be treated and recognize important milestones. Thank them when they help you do your job better.

It costs virtually nothing to cultivate your client relationships except time and thought, but the rewards are endless. You'll have life long clients, open, honest communications, high calibre referrals and ultimately positive cash flow. Good luck and happy business development. ✨

Judy Smiley is Director of Communications and Corporate Sponsorship for CAWEE and can be reached at 416.423.4180 or jlsmiley@rogers.com



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& ENTREPRENEURS
a world within

The Woman Within

LIBERATE YOUR DIALING FINGER GETTING IN THE DOOR

by: Patti Knight

The phone is ringing...again...and it's only 7:20 PM. This is the fourth call tonight and you know it's a telemarketer. With the images this conjures up, it is no wonder we cringe at the thought of calling someone during the day, someone we don't know, to see if we can 'sell' our products or services.

But getting in the door is quite different for business-to-business than the hassle of telemarketers interrupting your evening at home. For one thing, it's about business-calling during business hours to someone who owns the business responsibility - that's the purpose of your call. The last time I checked, business people are expected to take phone calls in order to do their job. No one has a job

Phone calls need to have the same structure. What's the purpose of the call? What information do you need to give and gather? What's the next step after the call? Once you have a call plan it's quite easy to build appropriate voice mail messages that support, educate and inform the contact about the reasons for your call.

Getting in the door also means YOU getting to meet THEM. So ownership of getting in touch and talking to the person rests with you. You own it, you manage it, and you keep control of the phone calls. In business, the person who has a vested interest in making the connection also owns the responsibility to get in touch. That means that every voice mail

Getting in the door is all about **having a plan** and then **keeping ownership** of the contact process until you have reached and spoken with the **individuals** you are **targeting.**

description that includes, "by the way, don't answer your phone or talk to new companies!"

So why are we so timid? Because when you lack a well thought-out plan and approach to reaching people; fear, rejection, frustration and lack of commitment rule. Getting in the door is all about having a plan and then keeping ownership of the contact process until you have reached and spoken with the individuals you are targeting.

Planning a sales call has three components, in order:

1. Defining the purpose of the meeting
2. Gathering and giving information
3. Setting the follow-up agenda

closes with your commitment to call back if they don't return your call. This simple rule will change your entire mind-set and liberate your dialing finger. It's your job to reach out and make contact. It works only if your attitude is kind, supportive, accommodating and pleasantly persistent. It will not work if your voice sounds arrogant, demanding, frustrated or angry.

Getting in the door is not the overwhelming challenge many of us fear. Plan it out and you will be surprised at the success - and sales it can generate. ✨

Patti Knight, EVP Business Development, JagSphere Inc, is also President of CAWEE. Visit www.jagsphere.com for details



Where Leaders Meet

SELLING WITHOUT "SELLING" SALES TIPS FOR TODAY'S CONSUMER

by: Helga Teitsson

Sales and Marketing is an integral part of every business. Marketing is the consistent message about your product or service. It's about developing your brand recognition, planning your advertising and getting your phone to ring. The sales process, however, begins when you actually meet your prospect.

The old school of sales techniques involved learning a series of closing techniques, overcoming objections and "closing the sale". To be a successful salesperson you had to develop the ability to persuade people to go ahead and buy, whether or not they were even hot prospects.

Today's consumers are educated and informed. They don't want to be "sold". Here are a few tips to improve your sales performance without manipulating your prospects in the process.

1. Build Relationships

Work on developing rapport and improving your interpersonal skills. People buy from people they like and trust.

2. Listen

Focus on what they are saying, not on what you want to tell them. Learn to ask the right questions in a non-threatening manner and listen for cues that will uncover their needs. A sale is developed when you match their needs with your expertise.

3. Persistence and Perseverance

Sales momentum grows with consistent effort. It takes time for customers to understand what you do and to get comfortable with your business. They may not need your services today, but you will be top of mind when that changes.

4. Be Committed to Service

Pay attention to details before, during and after the sale. Since you have taken the time to get to know your clients, noticing the details means that you can personalize your service to them and exceed their expectations.

5. Stay in Touch

Develop a consistent program for keeping in touch with your clients and prospects. Consider sending a newsletter, hosting special events and providing them with informative articles.

Helga Teitsson is a Sales Representative with Re/Max Hallmark Realty Ltd. Helga is also the Membership Director for CAWEE. She can be reached at 416-486-5588 or hteitsson@trebnet.com.

Build Relationships

Listen

Persistence & Perseverance

Be Committed to Service

Stay in Touch



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TALK ABOUT YOURSELF!

Your Professional Image. This is your chance. CAWEE looks for articles for ACCLAIM, articles from you. Next issue our theme is **"Your Professional Image: dressing, writing, talking, networking advice, etc.** Send all ideas for stories to ACCLAIM Editor, info@cawee.net 500 words, deadline is April 1, 2004.