



Bowman Training Initiatives promotes personal growth and development through high quality, fun and interactive training sessions and workshops targeted to the required skill sets needed to ensure success. We can show you how to increase customer referrals, grow profit margins, achieve sales target increases and reap the many benefits of motivated employees.

Recent BTI Clients

- Telecare Brampton
- Bluefuse Technology
- Business Buffet
- Royal Bank of Canada
- Profiles of Success
- North Park S.S.

Business Tip for October

When someone has dropped the ball, instead of blaming, look back to determine if it was caused by a misdirected effort or a missed opportunity. Often you will find that extra focus put on achieving a goal, blinds us to other opportunities that present themselves along the way for success.



Calendar of Training

Cold Contacts – Hot Sales

4hr. 9AM to 1PM
 Location – Brampton
 Investment - \$139.00 + GST
 Date – October 25th
 November 17th

An Open Mind – Unlocking Creativity

3hr. 9AM to 12PM
 Location – Brampton
 Investment - \$79.00 + GST
 Date – October 20th
 November 24th

Leadership Survivor

4 hours - 9AM to 1PM
 Location – Brampton
 Investment - \$75.00 + GST per person.
 Date – December 6th
 Designed for teams of 4 or more.
 * All course outlines can be found at www.bowmantraining.ca
 Attendance must be reserved in advance.
 Call Jeff at 905-451-6525

“Sound Advice”



A new feature containing expert advice on various issues, which you may face in your business.

“When used properly, corporations can be an effective way of limiting liability. Be careful when signing on behalf of the company and when executing contracts to ensure you don't incur personal liability for corporate obligations. Always sign "Per:" the corporation, and ensure the name of the corporation is correctly set out on all contracts, invoices and other documents.”

Wesley Jackson – Lawyer, Rutman and Rutman

Rutman & Rutman offers services in both litigation and mortgage transactions. (905)-456-9969

Networking: How Can I help you?

As we head into the final quarter of the year, we need to step back and analyze our networking activities to date.

Often people will tell our BBOT networking committee members, “I don't have time to network, or I don't meet the type of contacts that will do business with me.”

My response is always the same. “Business success is based on the establishment of positive business relationships. The majority of business people prefer to conduct business with someone they have a relationship with, or have been referred to by a trusted associate. If you are not focused on building these relationships through networking activities as often as possible, you are not taking advantage of a huge pool of potential business.”

Networking is based on the premise that assisting others will eventually help you in establishing trusting relationships. Networking is a full circle activity that does produce results in the long run. If

you think people will flock to your business simply because you met them and handed them your business card, you are sadly misinformed about networking.

If everyone were to walk up to you at an event, hand you their card and ask “How can you help me?” how would you feel?

Next time you meet a person while networking, ask them how you can help them in their business. The reciprocal benefits down the road will astound you.

Make time to network. The Brampton Board of Trade has monthly activities that are free to attend. What is the long-term benefit of meeting 10 new contacts a month for your business? Add in the fact that each of those new contacts probably has 50 or more close contacts that they already know and trust. Imagine the exponential opportunities!

Jeff Bowman
The BBOT Networking Committee

Have you seen the new Website?

It's **Bigger**, lists more courses, offers links to my published articles and speaking events and contains more information to make your organization more efficient and profitable.

Jeff is speaking in October at:

Sheridan College

“Energize” – Brampton's Premier Small Business Event – Oct 27th SBEC - Brampton Etobicoke - Peel Referral Association

Course Outlines

SWAMPED – Leadership Survivor

Imagine a canoe trip with friends to a beautiful Northern Ontario island. The lake swells, whitecaps peak and your convoy is overturned. You all make it to the island with limited provisions and tools. Now what? No phones, no fire, no paddles, and no one expects you home for weeks.

During experiential learning, participants develop a sense of responsibility for their own learning and participate fully. This unique team building and leadership exercise teaches:

1. consensus decision making
2. interpersonal skills, listening, probing, confrontation
3. the concept of group synergy and team roles
4. the structure for groups to form self managing teams
5. creative problem solving techniques

This workshop is conducted in a classroom environment with workbooks and skill tests. It is designed to have teams compete with other teams, while building solid relationships with each other. It is a perfect exercise for Executive Groups, Management Teams or work groups and can be utilized for professional development and corporate training workshops.

It is difficult to find a better activity for overall teamwork and competency improvement. Business is about Survival!

An Open Mind - Unlocking Creativity

“If you always do what you have always done, you will get what you have always gotten”

“Build a better mousetrap and the world will beat a path to your door”

Nothing beats the potential ROI of a great idea. The greatest innovations in manufacturing and technology have grown from a simple idea. Does your company foster and reward creative thinking by its employees? Is the word “creative” in your employee’s job description? Is the word “creative” in **your** vocabulary?

This seminar is designed for anyone who wants to break out of the box and start a fresh new flow of ideas. Through a series of exercises you will discover

1. **The 10 mental locks**
2. **How to break routines**
3. **Initiate idea flows**
4. **Conduct “extreme” brainstorming sessions.**

Traditional thinking will be transformed into a powerful idea generating process. Break free of the chains of traditional thinking, bend the rules of systematic thought processes and open your brain to exciting new paths that you never knew existed! What are you afraid of?

Cold Contacts - Hot Sales - An Interactive Training Workshop

Do you make cold calls to prospective clients?

Is your success ratio in gaining an appointment under 20%?

Do you have a script that grabs a client’s interest?

Do you effectively recognize opportunities and needs?

Are your product or service presentations in need of creative assistance?

Do you close the majority of the proposals you put forward to clients?

The Cold Contacts - Hot Sales Workshop will develop your skills in all these areas allowing you to take your business to the next level. You will learn the secrets of successful cold calling techniques, how to structure your sales activity and how to use the sales cycle to close more often and more profitably.

Now is the time to invest in strategies that will allow you to get a jump-start on new sales. Revitalize your sales activity and grow your business to new levels using the tips from the workshop.

Jeff Bowman of Bowman Training Initiatives facilitates the workshop. 20 years of corporate training experience combined with a realistic and humorous approach to sales training enable Jeff to empower sales professionals to reach greater levels of productivity, profitability and comfort during sales interactions. In articles, speaking engagements and training sessions, his concepts of Consultative Selling add a new dimension to the profession of sales.