

Online Marketing & Sales Closing Workshop



THE WORKSHOP

This workshop delivers a one-two punch designed to help you increase your sales rapidly at minimal cost without relying on old-fashioned prospecting and cold calling. The morning session will focus on the specific things you can do to generate leads using simple email marketing techniques – as one of “The Top Three” most-productive techniques in website and social media marketing.

The afternoon session focuses on how to build relationships with potential customers who find you online. How to build their trust. How to reward them for providing their contact and qualifying information – and how to get them to make personal contact with you. We also focus on how you can separate those who need immediate attention from those who you only need to stay in touch with.

WHAT YOU WILL LEARN

Morning:

- How to tweak your website so that it builds trust and engages potential customers
- How to ensure that potential customers can find your website
- How to use email effectively as your “primary marketing tool.” (Email is the fastest, cheapest, most effective – and most under-used – tool in online marketing)
- “The Top Three” online marketing tools (how to separate the wheat from the chafe, and utilize only the most effective social media and web techniques to generate traffic and leads)

Afternoon:

- How to engage prospective customers who are complete strangers – first online, and then offline!
- How to entice the most qualified web visitors to call you by telephone
- How to develop rapport and relationships on the telephone – and via email
- How to “hyper-qualify” and close prospects who are “ready, willing and able” to buy now!

WHO SHOULD GO?

Owner/operators, managers, sales managers and salespeople.

THE DETAILS

DATE: Tuesday, November 1, 2011

TIME: 8:30am - 4:30pm

LOCATION: Westin Bear Mountain, 1999
Country Club Way, Victoria, BC

\$99+HST PER PERSON

\$79+HST PER EACH ADDITIONAL PERSON
FROM THE SAME COMPANY

NOTE: You will get more out of this workshop if you bring someone who can help you implement and sustain what you learn. Lunch and coffee will be provided.



ABOUT NEIL GODIN YOUR WORKSHOP LEADER

As a marketing and sales trainer, Neil has worked hands-on with 31 different value-added wood product manufacturers across Canada (from flooring, kitchens, and custom furniture, to doors and windows, high-end millwork, prefab, and log & timber frame homes). As a speaker, he has addressed more than 300,000 business people from coast to coast in Canada and the U.S. His presentations are engaging and participants say they enjoy his warm, friendly, and humorous style. This fast-moving, hard-hitting workshop is rich in “real-world” content, and your satisfaction with the program is guaranteed.

To register, fill out the attached form and fax it to 604-882-7300

**FOR MORE INFORMATION
CONTACT:**

SCOTT THOMPSON, Manager, Business Innovation Partnership
Phone: 604-882-7100
E-mail: sthompson@bcwood.com

Online Marketing & Sales Closing Workshop

REGISTRATION **INFORMATION**

SURNAME (please print) GIVEN NAME

POSITION/TITLE

COMPANY

ADDRESS

CITY PROVINCE POSTAL CODE

EMAIL PHONE FAX

PAYMENT **INFORMATION**

MASTERCARD VISA CHEQUE*

*PLEASE MAKE ALL CHEQUES PAYABLE TO --
BC Wood Specialties Group

CARD NUMBER EXPIRY

MAIL CHEQUES TO --

BC Wood Specialties Group
200 - 9292 200 St.
Langley, BC, V1M 3A6

CARDHOLDER'S NAME

CARDHOLDER'S SIGNATURE



To register, fill out this form and fax it to 604-882-7300

**FOR MORE INFORMATION
CONTACT:**

SCOTT THOMPSON, Manager, Business Innovation Partnership
Phone: 604-882-7100
E-mail: sthompson@bcwood.com