



ADVANCED MANUFACTURING RELIEF PROGRAM

Your New Technology & Business Development

Topic Description:

What we know:

The pandemic accelerated the adoption of remote work, and now remote sales are more important than ever. For organizations, especially those lagging behind, it's time to shift focus from traditional, offline strategies to more modern digital tactics.

More salespeople spend time on social selling, sharing relevant content, and building relationships—and traditional cold calling will be more about nurturing relationships and seeing where the client is at, as opposed to hard selling.

For their part, your sales team will learn to be more data-driven and do some preliminary market research to understand the volatility and changing needs of the market/customer.

Sales will need to be more consultative yet use various technology touch points to reach the buyer. This is what sales experts would say prior to this year, in that it takes 9-12 contacts with a buyer before you could get that appointment. This still exists, however, now you need those customer/prospect connections to be online or via the phone.

There is an unpredictability to sales right now and the sales team needs to breathe deep and be ready for this volatility.

During this consultation you will learn The 7-Step Sales Process: learn in detail the sales process and how to approach each step from client attraction and marketing tips.

Topics include:

- How proper preparation work gets you into the flow, so that you're ready, mentally, emotionally and physically to begin the sales process.
- Why research can aid to help you target and address your key niche employer market

- How to conduct the prospecting process more effectively, using social media and other online marketing techniques
- How to structure your client meetings and to present well using online platforms. Plus, how to show up well and position yourself as an expert.
- The key to solid sales presentations and 3 key steps you must master when presenting.
- Check in and poll the client for feedback
- Nurture the relationship and why staying close to the client is critical
- How to prepare for a dynamic online presentation – the 5 top “must-do’s”
- The features you need to be able to use in your online meeting platform
- Techniques to connect authentically with your customers in the virtual environment
- Common pitfalls and how to avoid them

Schedule/Time: Three Hours of Consultation

Consultants Biography:



David Cohan www.thedavidcohengroup.com

David is an author, business coach, and facilitator and the former host/producer and creator of the small business big ideas radio show heard weekly for over 9 years.

David has taught thousands over the years in both the non-profit and for-profit sectors and has coached business owners to sell, plan and market their ventures successfully. He specializes in helping business owners mine their strengths, get clear on their value, their markets and then begin to develop a sales and marketing game plan that gets results.

David has worked with the City of Toronto, The Business Centre Northumberland, The Toronto Public Library, the City of Mississauga, The Kawartha Lakes Small Business and Entrepreneurship Centre, The town of Richmond Hill, Markham, Alterna Savings, ACTA, Transat Travel Group, Vaughan region and other for profits and not-for-profit organizations.

He also can be booked to do his keynote presentations; “The 8 keys to success, How i got to kiss the Stanley Cup and his new keynote called “a breakthrough-through the glass”- how to overcome the fear that life and business might throw your way.

He leads workshops in sales, marketing, market research, business plans, target marketing, personality dimensions and customer service programs. David is passionate about helping others live with joy and passion and to lead successful, heart-centered businesses.



Cathy Ginsberg

Cathy has experience as a coach, working with start-ups, career coaching, teaching, consulting and takes on topic like leadership, selling one's self, marketing and advisory services.

She has also worked with high level businesspeople as an executive coach and then worked with small business owners to help them hit the ground running.

Her key passions include:

- * Career Development Coaching · Corporate Training · Team Building · Leadership Development · Management Consulting
- * She is the owner of People Focus Training in Campbellford, ON, having made the move from Newmarket, Ontario several years ago.

Program Criteria

- * Must be a manufacturer in Northumberland, Kawartha and/or Peterborough.
- * Consultations must be completed between December, 9, 2020 and February 20, 2021
- * Applications are accepted on a first come, first serve basis.

Program Details:

- * There are no costs to the manufacturer. The NMA will be processing all fees and costs through our funding program.
- * Delivery of the consultations will be default take place virtually, given the current situation with COVID-19. If a manufacturer would prefer an onsite consultation, the consultant would need to complete a Customer Screening Questionnaire / Field Level Hazard Assessment to determine if this is feasible.

Next Steps:

1. Manufacturer - review the program documentation and fill out the registration form.
2. The NMA/KMA will receive your form and will notify the consultant.
3. The consultant will reach out directly to introduce themselves and schedule your consultations times/dates.

4. The consultant will contact the NMA/KMA once the consultations are completed.
5. The NMA/KMA will contact the manufacturer to complete a follow up survey to end their participation in the program.
6. Deadline to complete your consultations: February 20, 2021

Contact Information:

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