

Wednesday, October 14, 2009
10 Deadly Sins of Business Development

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Date/Time: Oct 14, 2009, 7:30 am

Venue: Metropolitan Hotel, 645 Howe Street, Vancouver

Business Development is the life blood of any successful business. A continuous and methodical approach to developing new prospects, engaging markets with relevant information, and closing the deal on solution focuses conversations is what separates companies that flourish from those that flounder.

In this seminar, you will learn the top 10 bad habits that most business owners face and how to avoid these 'sins' and make different choices. These choices will ramp up your revenues, create new groups of niche markets, and develop a systematized approach to building business seven days a week, twelve months a year. Guaranteed!

Heather White

Heather White is a self-proclaimed "Firestarter" and prides herself in her ability to get her clients fired up about life! As a former World Champion Silver Medalist, Heather has based her success both in sport and business on a foundation of vision, goals, and action. Marrying these characteristics with discipline and attitude has enabled her to work with some global business leaders. Upon entry into the business world, Heather cut her teeth as a Business Developer for one of the largest Food Service Distributors in North America. Managing a product list of over 15,000 items and managing a clientele almost as diverse, she grew the sales in her territory by 700% during her four years of service.

Her areas of expertise include:

- Strategic planning
- Sales systems
- Building strong professional relationships
- Presentation Skills
- Work/Life balance

Today, Heather works with professionals from a wide range of industries in understanding communications in a business setting, developing personal and professional goals, and creating the work environment that supports both them and the organizational objectives of the company they work for.