

# Benefit Golf Tournament

Volume 7 Issue 5

August 2014

## Golf Tournament Fundraiser Event for Chutes Coulonge

**Presented by the  
Pontiac Chamber of Commerce and  
Pontefract Golf Course**

Thursday, September 11, 2014  
Pontefract Golf Club  
Mansfield-et-Pontefract

9 Hole / 4 Ball Best Ball / Start 1:00 pm  
Player Registration at Noon

*Cost: \$120/person (golf, cart and dinner)*

### **Fundraiser Dinner**

Pontiac Conference Centre  
Fort-Coulonge / Spruceholme Inn  
*Dinner only: \$60*

*Registration Deadline: September 5*

Contact:

Joëlle Morrissett – 819-647-6300  
jmorrissette@pmegatineau.ca



### **Letter from Director:**

Hello,

Attached is an invitation to participate at the benefit Golf tournament in aid to Chutes Coulonge Park reconstruction efforts. This event, organised in collaboration and with the support of the Pontiac Chamber of commerce, as well as SADC Pontiac Community Futures Development Corporation, Pontiac Local Development Centre (CLD) and MRC Pontiac, will be held on September 11th 2014, at the Pontefract Golf Club in Mansfield (Québec), near Fort-Coulonge.

As you already know, our Park was devastated by a storm in 2013 and we need your support to continue with our reconstruction efforts. The last year has

## Chamber Events

**Benefit Golf Tournament**  
Thursday, September 11, 2014



**Business Achievement Awards Gala**  
Friday, Oct 24, 2014



**Christmas Shopping in the Pontiac**  
Saturday, November 22, 2014



**Holiday Party**  
Saturday, November 29, 2014

## Useful Links of Interest to Business Owners

### **Quebec Voluntary Retirement Savings Plan for Employers**

<http://www.revenuquebec.ca/en/salle-de-presse/nouvelles-fiscales/2013/2013-12-18.aspx>

### **Canada's Anti-Spam Legislation**

<http://fightspam.gc.ca/eic/site/030.nsf/eng/home>

### **Competition Bureau**

<http://www.competitionbureau.gc.ca/eic/site/cb-bc.nsf/frm-eng/GH%C3%89T-7TDNA5>

been challenging and the following year will be an even greater challenge. With your help, we'll be back on top in no time and we'll continue expanding in the future.

Interesting projects are on the table at this time and we expect a bright future for our site and the entire Pontiac Region.

Thank you for your essential support,

JEAN-FRANÇOIS DUBOIS

DIRECTEUR / DIRECTOR

PARC DES CHUTES COULONGE

100, PROMENADE DU PARC DES CHUTES

MANSFIELD ET PONTEFRAC (QUÉBEC) J0X 1R0

819-683-2770 POSTE 225

JFDUBOIS@CHUTESCOULONGE.QC.CA

WWW.CHUTESCOULONGE.QC.CA

Pontiac Chamber of Commerce

## Five B2B Sales Mistakes your Businesses must Avoid

Selling is tough. You have to be self-confident, disciplined and trust your intuition. But sometimes your intuition can lead you to make painful mistakes.

Here are five frequent business-to-business sales mistakes you and your sales team have to stop making if you're going to close more deals in the coming months.

### Mistake #1: Selling instead of building relationships

The most efficient B2B sales strategy is to... stop selling. Customers want to feel they're making a choice, not being sold your product or service.

The best way is to think about your sales conversations in terms of identifying problems and suggesting solutions. Engage your prospective customers in a conversation about their business and their needs. To get ready, make sure you prepare for your meeting by researching your prospect's company and preparing for your interview.

Ask big questions such as: What keeps you up at night? Where do you see your company within six months, one year or five years from now? How do you plan to take it there?

### Mistake #2: Focusing on your product, not the prospect's needs

You've spent months, even years developing and marketing your product. But the harsh reality is that prospects aren't interested in what you have to sell. They're

interested in what your product or service can do for them.

Once you've discovered a need your customer wants to address, you can respond with your best solution to meet it. But instead of selling your product's features, focus on the benefits it will bring to the prospect.

Keep your presentation short and simple. Prospects should be able to understand immediately what you can do for them and why they should do business with you.

### Mistake #3: Rushing the client

While it's always a good idea to ask your prospects for a next step and follow up after each meeting, you also need to give people enough time to consider your proposal. A pushy salesperson is always a turn off.

When it does come time to follow up, strive to understand your customer's hesitations and be ready to respond to any objections they might have.

### Mistake #4: Being disorganized and inconsistent

Scheduling meetings with prospects without a structured sales approach will backfire. Successful salespeople are disciplined when it comes to generating leads and adding prospects to their list on a weekly basis.

Make sure your prospects are apt to buy your product and organize leads into categories: excellent, average or weak. Build a calendar

for contacting potential customers based on their needs and the interest they expressed in your offering.

### Mistake #5: Making promises you can't keep

One of the biggest B2B sales mistakes salespeople make is to overpromise in order to get a deal. Creating expectations you can't fulfill when time comes to deliver the product or service will frustrate your customers. That will keep them from coming back for repeat business and hurt your reputation in the market.

Make it clear to your salespeople how far they can go when discussing your product with prospects.

By becoming a trusted advisor who asks questions and listens closely to what prospects have to say, you're setting the stage for a lasting customer relationship. Not only have you helped them clarify a problem, you've offered a solution to fix it.

Source: [http://www.bdc.ca/EN/advice\\_centre/expand\\_your\\_sales/Pages/RelatedArticles.aspx?PATH=/EN/advice\\_centre/articles/Pages/sales\\_mistakes\\_businesses\\_must\\_avoid.aspx](http://www.bdc.ca/EN/advice_centre/expand_your_sales/Pages/RelatedArticles.aspx?PATH=/EN/advice_centre/articles/Pages/sales_mistakes_businesses_must_avoid.aspx)

**Be a part of the Chamber's Business to Business Discount Program and take advantage of the offers presented by other local businesses at the same time. Check the Chamber's web site for the most up to date list.**



**Langford's**  
**Grocery**  
**819-647-2933**  
**104 Victoria Street, Shawville, QC**

**Pontiac Chiropractic Clinic**  
Dr. Isabelle Gagnon,  
Chiropractor  
www.chiropontiac.ca  
chiropontiac@gmail.com



224 Route 148  
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819-683-3690

379 Route 148  
Shawville, QC  
819-647-5155

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**Pontiac Continuing Education Centre**  
Shawville, QC — **819-647-5605**

### Business Seminars

The Chamber is planning many business workshops, seminars and breakfasts in the coming year. If you would like to be a presenter or host – to share your expertise and business knowledge to other business people, assisting other local businesses to be more successful in their own business – please contact Ginger at 819-6472312 or bizdev@pontiacchamberofcommerce.ca

It could be a business breakfast, luncheon, 5-7 event, an open house or evening event. It can also be held anywhere throughout the Pontiac – you could host an event at your own business! There are many local restaurants who can cater these events.

**This is the perfect opportunity for you to introduce yourself and your business to other local business entrepreneurs.**

### Electronic Version of Newsletter

Due to increased costs through Canada Post, the Chamber would like to encourage members to receive monthly newsletters and notices via email. It is a quicker and more cost efficient method.

If you are presently receiving newsletters and notices via Canada Post and would like to switch to email notices, please go to the following link:

<http://eepurl.com/bJbZ1>

**Thank you for helping keep our costs down.**

*News, article suggestions and letters to the editor are welcomed and encouraged. Content will be edited to fit the space available. We welcome press releases and news from our local business community.*

### Welcome to the Chamber!

Businesses who have joined the chamber since the last newsletter.  
Henderson's Grocery  
Lotus Medical Centre

*Check the chamber web site for links to all Chamber businesses.*

**Support your local businesses!**

### Would Like to Join the Chamber?

Membership fee of \$125 (plus taxes) entitles you to all chamber benefits. Membership valid from April 1st to March 31st.

Contact info:  
Pontiac Chamber of Commerce  
PO Box 119  
Campbell's Bay, Quebec, J0X 1K0  
1-866-861-0509 or 819-647-2312  
[www.pontiacchamberofcommerce.ca](http://www.pontiacchamberofcommerce.ca)  
[info@pontiacchamberofcommerce.ca](mailto:info@pontiacchamberofcommerce.ca)

### Chamber Benefits

Being a member of the Pontiac Chamber of Commerce means that you are also affiliated with the Canadian Chamber of Commerce (CCC) — [www.chamber.ca](http://www.chamber.ca) and the Quebec Chamber of Commerce (FCCQ) — [www.fccq.ca](http://www.fccq.ca). You and your business can take advantage of benefits listed on their web sites.



**Think Global ... Buy Local**  
**Support Those Who Support You**  
**Small Businesses Make Small Towns Work!**  
**Consider this when you're buying ...**  
**As business operators, our actions shape our communities.**

**Réseaux Picanoc.net**  
819-305-3232  
1-877-770-0040 ext: 2113



1100 place du Technoparc,  
Bureau 301  
Trois-Rivières, QC G9A 0A9



**SADC** Société d'aide au développement de la collectivité  
**PONTIAC** Community Futures Development Corporation

**Shawville Taxi & Courier Service**  
819-647-3372

C630 Route 148, Box 597, Shawville, QC



384 7th Concession  
Clarendon, QC  
**(819) 647-2670**  
**877-647-2670**

**Your Project is Our Business!**  
*Find our list of services on our web site.*  
**[www.tomorrcartage.com](http://www.tomorrcartage.com)**

Septic Systems	General Contracting	Equipment Rentals
Waste Bin Rentals	Topsail	Bulk Transport

**Group Insurance Benefits**

Visit the new web site / view the video!  
**<http://www.chambers.ca>**

**Exposure for your Business**

Support the Chamber through an enhanced membership and receive benefits for your business.

If you are interested in taking advantage of these enhanced memberships, contact the Chamber for more information.

# Chamber Funding Partnerships



Centre local de développement



# Chamber Business Partnerships

**Demandez une soumission**  
**Ask for a quote**

SHAWVILLE  
**819 647-2953**

FORT-COULONGE  
**819 683-2227**

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Direct: 819-684-9054  
Shawville: 819-647-6996

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**Excavation Michael Derouin**  
**819-648-5028**

mike.derouin@sympatico.ca  
424 chemin Outaouas  
Grand Calumet Island, QC J0X 1J0

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