

Workshop Descriptions

Sales & Marketing Sessions

Managing the Details to Improve Sales

Instructor: Rick Vlahos, Hearth, Patio & Barbecue Education Foundation

Session 2 – Sunday, June 7 – 10:15 am to 12 noon

1.5 Elective CEUs – NFI

Owners, Managers, here's a course you shouldn't miss. In order to improve sales, we often need to take a step back and observe our store. You'll receive practical tips and suggested areas to look at and evaluate. We'll look at comments from consumers about their experience in retail hearth shops and we'll talk about some simple steps you can take ... today.

Target the 3 Ps

Instructor: Greg Hinton,

Session 3 – Sunday, June 7 – 1 pm to 3:30 pm

Repeats Session 6 – Monday, June 8 – 12:45 pm to 2:00 pm

Face it...your resources (time/money/people) are limited so, be focused!

Learn what to do *before* you meet with a marketing rep.

T= Target Who are your customers? Who is your competition? Learn how to find opportunities for growth.

P1= Product What do products and services do you provide to your target and how and why do you do it? Which products and services are winners and which aren't.

P2= Position What are you known for? Price? Quality? Technology?

P3= Promotion How do you reach new customers? Which is the best medium for re-imagining your product or service? Which one is the best for positioning price? Which one is best for maintaining top-of-mind awareness? And what's the best combination of media to reach your new goals?

The Buyer Seller Dance

Instructor: Andrew Wall, Sandler Training

Session 4 – Monday, June 8 – 9:00 am to 10:30 am

Andrew Wall returns to the Summit with three new topics this year. Learn about the common stalls, objections and obstacles Buyer's typically throw in front of your selling efforts. Sellers often have a selling system that actually facilitates the Buyer stealing all of our time, expertise, information and pricing for free! See how the Sandler Training Selling System combats these common problems. Participants will receive a Why Sales People Fail booklet that further reinforces these messages. *Sell more effectively and gain more new clients.*

Figuring Out Buyers

Instructor: Andrew Wall, Sandler Training

Session 5 – Monday, June 8 – 10:45 to 12 noon

Is your selling process designed to provide a very similar presentation to each and every prospect? Have you ever noticed that some people don't "listen" to what you are saying but are "looking" at your products and literature? Can you determine which prospects absolutely want all the information possible while others are simply looking for the key information so they can make a quick decision. There are 4 Common Buying and Decision Making styles that people utilize. Learn how to identify these styles quickly so that you can "adapt" your selling approach to "match" buyer's desires. *Close more business in the process.* This seminar can be facilitated in 90 minutes or in a 2 hour period.

Technical Sessions

Green Movement

Facilitator: Tex McLeod, The McLeod Associates

Session 2 – Sunday, June 7 – 10:15 am to 12:00 noon

Description

Hearth – Family Feud

Instructor: Rick Vlahos, Hearth, Patio & Barbecue Education Foundation

Session 3 – Sunday, June 7 – 1:00 pm to 3:30 pm

Description

Defending Wood Heating: A Panel Discussion

Facilitator: John Gulland, Wood Heat

Panel: Ray Bonar, ICC; Marc-Antoine Cantin, SBI; Brad Leonard, Renewable Energy of Plum Hollow; Tony Gottschalk, HPBAC and Tex McLeod, The McLeod Associates

Session 4 – Monday, June 8 – 9:00 am to 10:30 am

The higher energy costs go, the more the media turns its attention to wood heating. This wouldn't be too bad except for two things: the writers/producers often don't know anything about the subject, and many of their sources are opposed to wood heating. The result can be inaccurate and/or negative media treatment. Wood heating needs knowledgeable supporters who can respond to negative news items. It needs allies in the environmental movement and it needs advisors who know how government works and are media savvy. Luckily, it has all three and more. Find out how you can participate in the defence of wood heating.

Fall Protection

Instructor: Mitch Preece, Embers

Session 5-6 – Monday, June 8 – 10:45 am to 12:00 noon and 12:45 to 2:00 pm

This program provides workers with the basic knowledge required to work safely in areas exposed to fall hazards. Upon completion, participants will be able to recognize fall hazards and identify and apply fall protection controls. A review of legislative requirements will also be discussed.

This program does not cover site-specific equipment and procedures. Workers should receive additional training on specific fall-protection equipment and applications they will encounter on the job.

A wallet card will be provided upon successful completion of this program.

BioMass Furnace Installation – HVAC Components

Instructors: Dominique Page, SBI; Terry ..., St. Croix; Chuck Gobeil, ...

Session 6 – Monday, June 8 – 12:45 pm to 2:00 pm

Description

Business Management Sessions

Managing a Retail Store in an Uncertain Economy

Instructor: Tom Pugh, Lloyd F. Pugh & Associates

Sessions 2 & 3 – Sunday, June 7th – 10:15 am to 12:00 noon & 1:00 pm to 3:30 pm

Description

Peering into our Energy Future

Why peak oil means a lot more than just high energy prices

Instructor: John Gulland, Wood Heat

Session 4 – Monday, June 8 – 9:00 am to 10:30 am

Description

Managing the Numbers

Instructor: Andrew Wall, Sandler Training

Session 6 – Monday, June 8 – 10:45 to 12 noon

Have you ever wondered why you are selling lots of product but your cash flow is tight? Do you really understand what you need to sell weekly or monthly to be profitable? Learn how to manage your business revenues and expenses so that you have control of your money.

Hands-On Training Sessions

Troubleshooting Gas Fireplaces

Instructors:

Session 2 – Sunday, June 7 – 10:15 am to 12:00 noon

Description

Chimney Relining

Instructor: Vince Aube, Aim Chimney Sweep

Session 4 – Monday, June 8 – 9:00 am to 10:30 am

Description

Wood Appliance Annual Service – Beyond the Chimney

Instructor: George Leblanc, Maritime Fireplaces