

JANUARY DINNER MEETING

Tuesday, January 20, 2015

Cascades Casino Resort Ballroom
20393 Fraser Highway, Langley

PLEBISCITE 2015: Funding Transportation for the Future



Many people are unaware of the upcoming transportation and transit plebiscite or what it means for Langley and Metro Vancouver.

Don't miss this opportunity to learn how this plan will affect you and your business.

Mike Buda, Executive Director of the Mayors Council, will provide an introduction of the plan followed by a debate of the pros and cons with representatives from the "NO" Campaign and the "YES" Campaign.

Registration and Networking: 5:00 pm to 6:30 pm
Dinner and presentations to follow.

**RESERVATIONS REQUIRED BEFORE
5:00 PM ON FRIDAY, JANUARY 16th.**

Members: \$35⁰⁰ + GST ~ Non Members: \$50⁰⁰ + GST
p: 604-530-6656 e: info@langleychamber.com
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*Greater Langley Chamber of Commerce Cancellation Policy:
Event payment is due upon registration. An event registration is considered a commitment to pay - no refunds or credits after 12:00 pm on Monday, January 19, 2014.*

PRESIDENT'S REPORT

TRANSPORTATION AND TRANSIT PLEBISCITE

It's a Complicated Matter to Consider

The Greater Langley Chamber of Commerce has stated that it is not supporting the plebiscite because of the following concerns:

- the lack of stated mechanisms to mitigate the negative impact on Langley due to leakage of investment and consumers into Abbotsford and the U.S. to avoid a regional tax
- the level of proposed improvements and investments put forward in the Mayor's vision for the first ten years that will directly impact the Langley businesses
- the risk of South of Fraser investments being deferred and/or delayed if the other larger projects go beyond the original budgets or incur construction delays



Our Board has invested a significant amount of time on the issue and considered many questions when assessing this issue, such as:

- Do we believe transportation improvements are needed?
- Does the vision provide for improvements that are positive to the Metro Vancouver Region?
- Do the benefits to the Region directly and/or indirectly provide benefits to Langley businesses?
- Langley has several individual communities, how do we juggle the fact that each community has a different perspective as to the cost/benefit question?
- Langley has a very diverse range of business, where the cost/benefits vary immensely for each, what is the best approach to balance the different perspectives?
- We operate on behalf of our members, the majority of those members are small businesses with less than 5 employees. Should we focus purely on the direct impact to those small businesses, and ignore the fact that their success is dependent on the economic success of the overall Langley community, Metro Vancouver Region, and the Province?

- We recognize there is only one taxpayer. If we want to see transit improvements, we have to decide the most fair and equitable method to pay for them. We strongly recommend mobility pricing, but that will take time to implement properly. So what is the fairest/most equitable method for the interim?
- If the plebiscite is not successful, what will happen? There will be transit cuts because costs are growing due to inflation and population growth and the costs will exceed the revenues. Langley has some rural areas with low ridership numbers. It is reasonable to predict that currently low serviced areas could be negatively impacted with service cuts. How do we prevent cuts when we actually want additional service?
- We want to be an organization that facilitates positive change to impact businesses in Langley. We are putting forward our concerns to the plebiscite, but we clearly articulated our concerns. A simple no, is not going to solve congestion problems and facilitate positive impacts for business. If we want improved transportation in the region and Langley, we need to propose practical solutions.

We came to our stated position, but there were many debates in the following areas:

- the Greater Langley Chamber of Commerce has actively lobbied for improvements in the transportation network in Langley and the larger Metro Vancouver Region – as the Chamber believes the transportation network is a positive facilitator of the movement of goods and services – the effectiveness of our economy positively impacts our local businesses, provides their employees with quality local jobs, which in turn ensures those residents reinvest in our community, but how can we confirm that the planned improvements will have a positive impact on Langley?
- We have lobbied for transportation improvements to improve the movement of goods and services. The current Mayors' Vision investments are focused on the improved transportation of residents, therefore the benefits are not directly focused on business. Will

continued on next page




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Chamber to help residents cast informed vote

from previous page

- these improvements reduce cars on the road and congestion, which in turn will improve the efficiency of goods movement in the region?
- There are not a significant number of capital improvements that are specifically focused on the Langley region, so it is hard to measure the potential positive impacts of our investment when there are varied perspectives. How much benefit will Langley actually see?
 - For a Langley company that is focused more on manufacturing, production, distribution and receives supplies or delivers products throughout the Metro Vancouver region, reduced congestion will have a direct impact on reducing transportation costs
 - For a more service based company that serves customers in the community, such as a restaurants and personal services, there are less directly positive impacts, but when we consider the larger picture we note that these businesses are successful due to the loyalty of the local residents. The quantity of residents living in Langley, their disposable income, and quality of life directly impacts local spending. Therefore, if we have residents moving to Langley, but working at quality jobs outside the region and relying on the transportation system, these residents

will reap the benefits and spend their money with our local businesses.

- Many parts of Langley have very little transit investments, but it is difficult to measure how much those residents and businesses still access other parts of the network (use major road network, drive to a park and ride, bus lanes, carpool, etc.)
- Langley Township is one of the fastest growing municipalities. A strong community relies on transportation to attract business and residents. We need to make investments to prepare for growth, but when is the right time to start investing?
- If the current investment plan is delayed, when will Langley move up the queue and become the priority for the region?

At this point, we want to focus on informing our members, getting feedback on their thoughts and doing additional research on our noted concerns. Our residents have to vote on this issue, so we want to ensure they are making an informed decision, considering all the potential impacts, thinking about the future of Langley, and using their democratic powers to facilitate positive change.

*Kristine Simpson
President*

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Nine critical skills for successful salespeople

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The secret to making consistent sales is to stop selling.

Instead of pushing for a transaction, salespeople should ask questions, make statements and suggest value propositions that help customers realize they have a need to address, says Nigel Robertson, BDC's Regional Training Coordinator for Ontario.

"The sales person with a pitch he relentlessly makes to prospects is out of date," Robertson says.

He offered nine essential tips to help sales professionals generate more consistent sales:

1. Adopt an adviser mindset

The best salespeople are trusted advisers. "Nobody likes to be sold to, but everybody likes to buy," Robertson says. At the first level of the buying decision, most people are unaware they have a need or are simply not interested in what you have to offer. So that certainly isn't the point in the buying cycle to ask for an order. Instead, ask questions to uncover needs you could meet.

2. Listen actively and bring value

Successful salespeople are genuinely helpful. Listen closely to what your prospective customer is saying and respond with solutions that meet those expressed needs. "This is how you actually help the prospects make their own decision to buy," Robertson says.

A sales professional will soon lose credibility if he or she doesn't show a deep understanding of a prospect's needs or doesn't understand in detail his or her own company's offerings.

3. Call high

Seek out prospects who have the authority to make an order.

4. Be disciplined

Keep an up-to-date prospects list, where you gather information about each prospect including their needs, their level of their interest in your offerings, the date of your last conversation and proposed future steps. Group prospects into categories: Excellent, average or weak leads. This will help you adapt your strategy and follow-up efficiently.

5. Be systematic about generating leads

You need a structured process-based approach to meeting your sales objectives. Make sure you're



systematically generating sufficient sales prospects on a weekly basis. You or your sales team should have specific targets for the number of prospects you need to have in the pipeline at any given time.

6. Manage your time diligently

"Firmly pull the weeds from your garden." Identify leads who will never buy from you and focus your energy elsewhere.

7. Be ready to respond to objections

You have to be prepared to handle them immediately. Consider beforehand the strong and weak points of your product or service and how a prospect is likely to resist buying.

8. Ask for a next step

Every time you have a telephone call or face-to-face meeting with a prospect, you should "sell a concrete next action." If you're not closing the sale at that point, ask if you could get together again and continue the discussion. It's what Robertson calls a "pre-sale trial," a test of earnestness. "This is how you know if you can take this further or you are just wasting your time and energy."

9. Ask for referrals

Recommendations from satisfied customers build your credibility and increase your trustworthiness in the minds of prospects. Referrals shorten the selling cycle and enhance the chances you'll get the sale.

Thank you, Dennis

The Greater Langley Chamber of Commerce Board of Directors would like to thank Dennis Davidson of Keepsake Portraits for being our official Dinner Meeting photographer for many, many years. He donated many hours of his time taking and editing photos each month for the Chamber. Dennis is busy working on some new and exciting projects for his own business but will still be involved with the Chamber as a member. His support and generosity is greatly appreciated. Thank you!



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