



Junior  
Achievement®

# THE COMMUNICATOR

Week Six – Nov. 22<sup>nd</sup>, 2010



## JA TITAN Competition

On Wednesday November 17<sup>th</sup>, teams from across the province competed in the 13<sup>th</sup> Annual JA TITAN competition. Many of our Company Program Achievers are also members of their high school's TITAN team.

Junior Achievement would like to send all of our TITAN teams a big CONGRATULATIONS!!

The day was a huge success! Many teams were new to the competition and did very well. Overall winner for the day,

### Titanium round:

Armbrae 1

### Gold:

Dr. J H Gillis - Royals

### Silver:

Rankin School of the Narrows - Highlanders

### Bronze:

Dr. J H Gillis - Leftovers

## Social Media

Stay connected to everything Company Program! Now, you can find JA online on Facebook, Twitter, LinkedIn

and YouTube. Check out our pages for fresh and fun content and updates. From tips for your company to weekly meeting topics, find it all with JA Nova Scotia.

Facebook:

<http://www.facebook.com/pages/Junior-Achievement-of-Nova-Scotia/205405132156>

Twitter:

<http://twitter.com/#!/janovascotia>

LinkedIn:

<http://www.linkedin.com/companies/junior-achievement-nova-scotia>

YouTube:

<http://www.youtube.com/user/janovascotia>

## Officer Training

The Cape Breton training will be at NSCC in Port Hawkesbury. Training is scheduled for **Saturday, November 27th, from 10:00am until 4:00pm.**

It is mandatory for all Executive Members who wish to apply for a VP Award to attend training. If you apply for a VP award and did not attend training

you will not be considered for an interview. We will be covering many of the topics you will need to know as an executive member of your company. A full agenda will be provided the morning of training. It will be a fun and informative day. It is also a chance for you to check out your competition!

## Paper Chase

If your name is here then your company sent in its submissions and earned points!

**Remember:** Submissions are due **Thursday by 4:30pm.**

**Freak Lunchbagz**

**Memorial**

**T**

**Fine Buy Design**

**Capers For A Cause**

**Pitch Black Promotions**

**Truro**

**Oxford**

**Tec-Grow**

**Green Thumbs**

**Crafty Creations**

**Warm sprits**

**Uniqueness**

**Woof**

**The Big Dipper**

**Nova Gear**

**Live. Love. Cards**

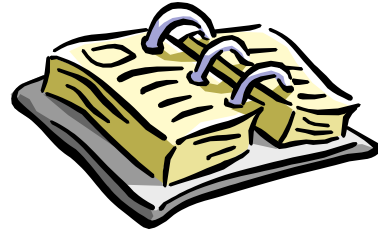
**Eco 2carry**

**Eureka!**

**Whitney Pier**

**Stellarton**

# TONIGHT'S TASKS Week Six



- **MANAGEMENT TEAM MEETING**  
*\*These meetings must be held weekly\**
- Continue production
- Marketing and Sales Page 63
- Continue with Business Plan

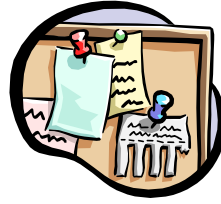


## DUE IN TONIGHT

Weekly Summary

The deadline for submissions is  
Thursday at 4:30 pm

# THE NOTICE BOARD



## Sales Stages

The foundations of most modern sales techniques lie in five stages of action. These began in the 1950's and include:

**Attention:** You have to get the attention of your prospect through some advertising or prospecting method.

**Interest:** Build their interest by using an emotional appeal such as how good they will look to their boss when they make this deal that will save the company thousands of dollars!

**Desire:** Build their desire for your product by showing them its features and letting them sample or test-drive it.

**Conviction:** Increase their desire for your product by statistically proving the worth of

your product. Compare it to its competitors. Use testimonials from happy customers.

**Action:** Encourage the prospect to act. This is your closing. Ask for the order. If they object, address their objections.

## Community Booths

Looking for more selling opportunities?

Decide who your market is, where they shop, then call the mall where they will be shopping and ask to book one of their community booths.

Be certain to have a schedule as to who will be working the booth and who will ensure that product and signage will be there. If the mall requires proof of insurance, call your program manager.

To get your certificate, your program manager will need to know the mall location and address, contact person and their fax or email address as well as the date you are going to be selling. Please give us 10 days notice to get the certificate to the mall.