



Junior
Achievement®

THE COMMUNICATOR

Week Seven – November 30, 2010

the Lead Advisor Guide (big



Trade Fair 2010

The Annual JA Trade Fair is taking place on **Saturday, December 11, from 9 a.m. – 5 p.m.** There will be one award for each location presented at the Awards and Recognition Gala to the company who most impresses the judges. Check out the Big Blue Binder for judging criteria and lots of information on Trade Fair. Locations: HRM and Southwest – Park Lane Mall in Halifax; Northeast - Highland Square Mall in New Glasgow; Cape Breton - Mayflower Mall in Sydney. Your committee should have your booth designed and this week you need to make up the work schedule. Each company will have a table supplied - the maximum display height is six feet from the floor.

For more details about Trade Fair rules and regulations see **page 76** in

blue binder).

REMEMBER!

- Table (provided by mall)
- Table skirts
- Table top covers
- Tape, pens, rope, string, tacks
- Name tags
- Money box & float
- Sales order books
- Certificate of Incorporation
- J.A. identification,
- Your company sponsor

Sales Training

Tonight the VP of Marketing should be training the sales force on selling techniques and how to close the sale. Think about some of the things you learned at Executive training and how your company can put them into action. Do role play situations to get everyone comfortable with asking people to purchase your product.

Remember to never lead with a question that allows the potential customer to say “NO”

“Can I help you?” “NO” leaves you nothing else to say.

“What (or who) are you shopping for today” opens a conversation and allows you to offer suggestions.

Tonight spend time getting everyone ready to sell your product!

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

Tec-Grow

Crafty Creations

Warm sprits

Uniqueness

Woof

The Big Dipper

Nova Gear

Eureka!

Whitney Pier

UJAMAA Creations

Social Media

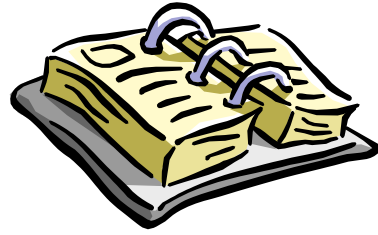
Facebook: <http://www.facebook.com/pages/Junior-Achievement-of-Nova-Scotia/205405132156>

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

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

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

TONIGHT'S TASKS Week Seven



- **Management Team Meeting**
MUST BE HELD WEEKLY

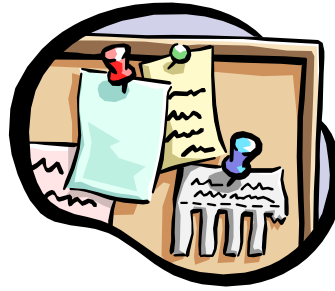
- Management team meeting
- Review Progress & Goals
- Continue working on Business Plan
- Production and sales
- Sales Training (have VP Marketing take lead on this with help from Advisors)
- Preparations for Trade Fair

DUE IN TONIGHT

**Weekly Summary
Trade Fair Booth Plan
Trade Fair Agreement**

**The deadline for submissions is
Thursday at 4:30 pm**

THE NOTICE BOARD



Send all your documents to the Program Manager for your area:

Southwestern NS
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HRM
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Awards and Scholarships

Each year thousands of dollars are available to Junior Achievers nationally and locally through our scholarship and awards program. Each company has an Awards Booklet. Be sure to read through it and apply for as many as you qualify for. If you are not graduating and win a scholarship we will hold it in trust for you. A small amount of time to complete the application and writing a short essay can easily turn into hundreds of dollars and your chances of winning are very good. Inform the whole company of the various awards and how they can take advantage of them to help with their education costs. Nationally our Achievers do very well competing and we have a number of winners each year. Let's see if we can continue with this!

Company Program Resource Team

The Company Program Resource Team is a group of people that have expertise in areas of business that the Achievers can draw upon during the Company Program year. Call your program manager if your company would like someone to come in to discuss a certain topic. Some example topics are: Human Resources, Marketing, Sales, Ethics, Environmental/Sustainable business practices, Business Plans, Motivational Speaking, and Liquidation.