

So I went to this meeting.....That was held at the Terra Nova Best Western in Trail on June 9, 2004. I was feeling tired after a very busy week. I may not have gone if it wasn't for Dennis Gerein at BKRadio. Imagine him being persistent!

I have attended many small business seminars and lectures. Some have been good, many have been less than adequate, and most generalize to the point where it's impossible to understand how it actually applies to your business. But this one, delivered by Roy Prevost, a small business crusader, was one that held my attention for a full three hours.

Roy spoke to only 46 business people in that room on June 9th. But he spoke to us on our level and had real suggestions and solutions to marketing dilemmas that face each and every one of us today. By the end of the three hours every business person in that room learned how to build customer loyalty, raise their standards regarding customer service, and above all focus on the positive aspects of their business.

At the end of the seminar Roy offered every person in the room a one hour free business coaching session on the telephone. All you had to do was telephone him. To date I am the only one who took him up on his offer.

Exactly one week later I had Roy's undivided attention for one full hour. The information I received was just as invaluable as the seminar but even more specific to my business needs.

Roy's excellent advice has motivated me to act on business ideas that I've been wanting to implement for four years.

My suggestions to the Chambers of Castlegar, Trail, Nelson and Rossland would be to join forces and get Roy Prevost back to the West Kootenay so many other businesses can take advantage of his expertise. In addition to this I would suggest that businesses contact their Chambers for more information regarding Roy's Small Business Mastermind Network. You could be a part of a small group of businesses (facilitated/coached/mentored by Roy) that will meet regularly by tele-conference to share ideas and brainstorm with one another, hold one another accountable, and learn faster from others with more expertise in other areas.

I welcome all of you to call me at 250-365-2663 if you would like further details as to what Roy has inspired me to do after just one hour of coaching. In addition, I have signed up for the Small Business Mastermind Network and our first tele-conference call will be held on January 28, 2005.