

GROW

Cultivating Export Expertise for Northern Ontario's Mining Supply and Services Sector



Dave Sharp, owner and founder of Conveyors Plus located in Timmins, ON, shares his experiences as a new mining supply and services company entering markets outside of Northern Ontario.

Conveyors Plus has been participating in the Mining Supply and Services Export Assistance Program since 2013, completing the Strategic 'One-on-One' Export Marketing Program and taking advantage of the Export Marketing Assistance.

conveyorsplus.ca

Having installed, maintained and supervised bulk material handling operations for 26 years, I recognized and understood first-hand the need for a conveyor belt alignment system which would increase mine efficiency and productivity. As a means of providing superior belt tracking to minimize maintenance, reduce downtime, decrease spillage and waste and increase belt and conveyor structure life, I invented and patented a belt alignment system and launched my company, Conveyors Plus.



Located in Timmins Ontario, we specialize in the fabrication, assembly and installation of a patented belt conveyor alignment system for the mining, oil and gas, and material handling sectors. The Sure Align Tracker, which can be modified to suit various applications, is an affordable and proven system which results in immediate increases in safety, productivity and cost savings. Conveyance systems vary in size depending on sector and we have successfully adapted its processes to respond to said requirements. Since our inception in 2004, we have experienced growth by introducing this innovative and highly successful alignment system in major mines around the world. Currently, our systems are installed with Newmont, FMI, Xstrata, BHP, Lafarge, Barrick, Rio Tinto, Vale, Goldcorp, Detour, Codelco, IOC, Brigus Gold, DeBeers Diamond Mines, Coal mines, CNRL Oil Sands, and Potash Corporation.

Throughout this process, we have learned a lot about different laws and regulations in the mining industry. For instance, in Australia the standard for rubber material use in coal mines is different from all other jurisdictions and we are therefore required to have our rollers manufactured in Australia. The cost of doing business has also proven to be much higher than anticipated with stiff regulations for the fabrication of certain parts that are utilized in our products.

Communication also poses a challenge when it comes to exporting products. Dealing with shipping companies and customs, language barriers, delivery times, lost parts and securing a competent, trustworthy representative that we can communicate with has proven to be quite difficult at times. Regardless of this, Conveyors Plus has seen success in international markets and we will continue to work with existing agents in Chile and Peru and to explore new opportunities abroad such as South Africa.

Over the next few years we will focus more on Canada and the US and have recently contracted the services of a business development consultant to assist in growing our market share in these areas. Our goal is to pursue opportunities in the coal power plant ports and ship loading sectors as well as expand our presence in Western Canada. In order to achieve the latter, we are currently developing a new conveyor alignment system for use in large scale conveyor industry operations. This system will be the first of its kind and is being developed mainly for use in the oil sands.

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7 Habits of highly ineffective sales people

It's easy to take sales management for granted. I know I used to when I was a CEO. I was quick to attribute competitive edge to superior marketing, continuous product development and progressive human-resources practices. I incorrectly assumed that if you got those things right, sales would take care of itself. If your thinking is along these lines you too may be missing the common sales-destroying habits that can hinder your company's sales potential.

Over the past two years, I have had the pleasure to work with a number of firms in northern Ontario who are focused on growing their sales teams. I offer to you some straightforward advice in spotting the seven habits of highly ineffective salespeople and supporting your sales team to start reversing them.

1. THEY DON'T HUNT ENOUGH

Your reps dedicate too little time to hunting for new business or focusing mainly on existing accounts.

Start Reversing: Your sales manager needs to work closely with her team to craft a strategic account plan that sets explicit targets for generating a major share of sales and profits from new clients.

2. THEY LET "NO" GET TO THEM

Many salespeople let inevitable rejections eat away at their ego and make them feel like losers.

Start Reversing: Tell your salespeople that it's okay to feel frustrated at times — as long as they don't stop trying. Focus on managing their behaviour, which you can control, rather than the outcome of their efforts, which you can't.

3. THEY FIRE BEFORE AIMING

Qualifying prospects to confirm that they want what you're selling and have the ability to buy it is essential to making a sale, yet salespeople often derail the process by failing to ask the right questions.

Start Reversing:

1. Identify the "pain" or gap between where the prospect is and where he'd like to be. Have your reps develop a list of questions to probe the prospect's likes and dislikes about the product category, your offering and those of your rivals.

2. Determine how much the prospect has to spend. "I wonder if you could share with me, in round numbers based on your past experience, how much you're hoping to pay for X."

3. Suss out the prospect's decision-making process. Coach reps on how to complete the qualification process by asking about the customer's decision-making process.

4. THEY WING IT — WILDLY

Many salespeople are "let's get on with it" types who reduce their effectiveness by not taking the time to figure out where to focus their energies.

Start Reversing: Your sales manager needs to be sitting down with each salesperson to set a plan that identifies existing accounts with high growth potential, new target opportunities that best fit with the company's products and offerings you can sell to both new and existing accounts.

5. THEY FAIL TO BUILD TRUST

Suspicion of salespeople runs deep in our society yet many reps have a bad habit of ignoring this widespread wariness.

Start Reversing: The most basic element in building trust is to do what you say you'll do — or, if something arises to make that impossible, to give the other party a heads-up and renegotiate what you have agreed to. Teach your reps to under promise. Then they can easily deliver on, and usually exceed, their promises.

6. THEY TRY TOO HARD TO SELL

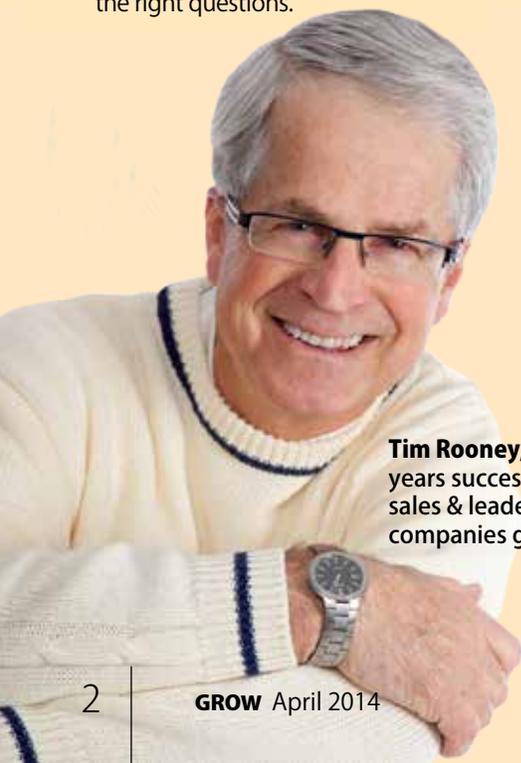
There's a fine line between wanting and needing a sale. Many reps cross this line, revealing their anxiety to close the deal.

Start Reversing: The best way for a salesperson to signal his confidence that he doesn't really need this sale is to give an "It's okay to say no" speech at the outset.

7. THEY DON'T ASK FOR HELP

When firms recruit salespeople, they often focus so much on finding people able to work on their own overlooking the downside of these Lone Ranger types: they're too proud to ask for help. **Start Reversing:** Create a team culture that makes it clear to your reps that you're aware of and fine with the fact that they'll struggle and make mistakes. Make it easier for new recruits to learn from your "grizzled old-timers". But don't forget to offer your experienced reps incentives for supporting newbies.

From this list of limiting habits you are likely to spot at least one in your team. Now is the time to work together with your sales reps to start reversing the habits that are getting in the way.



Tim Rooney, Sales Trainer. 35 years successfully growing the sales & leadership of diverse companies globally

MAKING AN IMPACT

NCS Centric Aims to Build School in Malawi

In 2014, NCS Centric will make a difference in Malawi. We will partner with buildOn, and raise \$29,000 to build a school. Not only will we be raising funds, but we will also travel to the community to participate in the construction of the school.

NCS Centric is a mining software company based in Sudbury, Canada and Perth, Australia. Every year we try to create positive change in the world by fundraising for people in need. For 2014 we wanted to do something that we have never done before.

With years of experience working, living, and travelling in Africa, we have been able to see the beauty of this continent as well as the widespread poverty and need for aid. We see education as one of the best ways to help break this cycle of poverty and inequality.

We are excited to participate in building a school for the children of Malawi, and to experience how they live. We know that this journey will positively affect our lives for years to come.

Any donation will help us reach our goal of \$29,000, in order to build a school in Malawi. Donations can be made here <http://act.buildon.org/fundraise/team?ftid=28109> using your choice of credit card. Cheques can also be sent to either our office in Sudbury or Perth.

For more information please visit our project website <http://ncstechnology.wix.com/ncsbuildsaschool> or company website <http://www.ncstechnology.com/>.

We thank you for your support!

Contact Us:

For more information on this initiative please contact Antonia Salvas, Manager of Marketing and Communications at **(705) 670-8922 x218** or via email at asalvas@ncstechnology.com

buildOn

buildOn has constructed 85 schools in Malawi since 1993, and over 587 schools worldwide. Malawi is consistently ranked among the world's 20 least developed countries, with over half the population living below the poverty line of \$1.25 per day.

Schools are built with villages which have had historically inadequate school structure - where students are squeezed into dark and crumbling mud huts, are taught under trees when the weather permits, have to walk many miles to a neighboring village, or can't attend school at all.

Their methodology's true power resides in the fact that buildOn classrooms are constructed in partnership with the very people who will be benefiting from them. buildOn provides the funding, engineering, materials, skilled labor and supervision. The village provides a gender balanced leadership team, thousands of hours of unskilled volunteer labor and a promise that girls will attend the school in equal numbers with boys.

In many of the countries where buildOn works, women are routinely treated as second-class citizens. Girls are not traditionally educated and there are few leadership opportunities for women. But when women and girls have the chance to advance their lives through education, the entire community benefits.

Gender equality is the cornerstone of buildOn's methodology. From the beginning of each school construction project, they champion the rights of women, emphasizing gender equality in both the Project Leadership Committee and in the school's attendance. buildOn is currently building schools in Haiti, Malawi, Nepal, Nicaragua, and Senegal.



INTERNATIONAL TRADE SHOWS & EXPORT PROGRAMS

X Conferencia Internacional De Minería
Chihuahua, Mexico
April 2-4

Expomin 2014
Santiago, Chile
April 21-25

CIM 2014
Vancouver, British Columbia
May 11-14

Euro Mine Expo
Skelleftea, Sweden
June 10-12

Latam Expo Mining
Orlando, Florida
August 13-15

Argentina Mining
Salta, Argentina
September 1-5

Expomina 2014
Lima, Peru
September 10-12

Electra Mining
Johannesburg, South Africa
September 15-19

Colombia Minera 2014
Medellin, Colombia
September 17-19

Mining Mazma Convention
India
September 17-25

IMEX
Las Vegas, Nevada
September 23-26

Seminario Minero Hermosillo
Sonora, Mexico
October 21-24

Mena Mining Show 2014
Dubai, United Arab Emirates
October 21 & 22

Mining Turkey 2014
Ankara, Turkey
November 27-30

The Ministry of Northern Development and Mines will be leading **5 international trade missions** during 2014, and invite Ontario mining supply and services companies to take part. This year's program includes participation in **Expomin 2014** in Santiago Chile - April 21-25; **Colombia Minera 2014** in Medellin, Colombia - Sept 17-19; **Mining Mazma Convention** in India - Sept 17-25; **IMEX America 2014** in Las Vegas, Nevada - Sept 23-26 and **Seminario Minero Sonora, 2014** in Hermosillo, Mexico - Oct 21-24. Participation in these missions includes in-booth graphics, business-to-business meetings, translation services and exhibit space/setup. For more information, please contact Anne Belanger at anne.belanger@ontario.ca

The Market Intelligence Support Initiative

The Mining Supply and Services Export Assistance Program is launching a pilot Market Intelligence support initiative. We are looking for two companies who are currently engaged in or have completed the Strategic 'One-on-One' Export Marketing Program (SEMP) to participate in the inaugural intake beginning April 2014.

The companies engaged in Market Intelligence will receive a customized information package regarding a geographical location of choice. Information will be pulled from all MSSEAP accessible databases including Industrial Info Resources, ONE Source, Esri and IBIS World to create a comprehensive look at industry trends, current and future mining projects, competitors in the field, and procurement and purchasing reports.

If you are engaged in or have completed the SEMP and would like to participate in the pilot Market Intelligence initiative, please contact Scott Rennie via email scott.rennie@sudbury.ca or by phone (705) 674-4455 x4403.

If you are interested in taking part in the next intake of the Strategic 'One-on-One' Export Marketing Program starting May 2014 and concluding October 2014, please go to www.investnorthernontario.com to find more information on both the Northeast and Thunder Bay and Kenora sessions.

We are now accepting applications for the Strategic 'One-on-One' Export Marketing Program

Please contact Scott Rennie, Project Manager, scott.rennie@sudbury.ca or Kaitlyn Dunn, Project Coordinator, kaitlyn.dunn@sudbury.ca for more information or visit www.investnorthernontario.com

We welcome your feedback on the newsletter. Please contact Scott or Kaitlyn.