



# From Information to Business



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Information compliments of the Canada/Nova Scotia Business Service Centre 1-800-668-1010

## Ask an Information Officer

**Can you give me some tips to help me network effectively and promote my business?**

Essentially, networking is meeting new people and making connections with them. These people form part of your “network” and can prove helpful in building business relationships.

While networking, there are several unwritten rules that, if followed, will help you to have the best possible experience.

### Dress appropriately

A suit is traditionally worn, but a conservative outfit such as dress pants/skirt and a collared shirt are also acceptable.

### Arrive slightly late

In business, it is typically best to arrive early for a meeting or interview, but when networking, it is appropriate to arrive approximately five minutes late. In doing so, you won't be the first person there, so you won't feel awkward, and you won't be late enough to arrive during an important speech or meal.

### Shake hands and introduce yourself

Don't be nervous about introducing yourself to a complete stranger – most people there will be doing the same thing. Give a firm handshake and be sure to smile and make eye contact. After the introductions, it is best to have a

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## Business Article

**Small Business Week 2007: A world without boundaries, open to new markets.**

During the period of October 14 – 20, 2007, entrepreneurs will participate in any of the hundreds of entrepreneurial events being hosted across the nation. Sponsored by the Business Development Bank of Canada (BDC), these events are all part of the 28<sup>th</sup> annual Small Business Week. Participants will have the opportunity to:

- share success stories
- talk to leading business experts
- exchange innovative ideas
- participate in conferences, trade fairs, seminars, workshops, and business luncheons

Keep informed about the Small Business Week events happening in Nova Scotia by checking our Events Calendar regularly.

In honour of Small Business Week, we've developed a special edition of **From Information to Business**, featuring a few of our clients who have started successful businesses in Nova Scotia.

**K & I Chocolates by Design**  
39 Papermill Lane  
Bedford, NS

After moving to Nova Scotia, Omar Khartabil and his wife Lama Haj-Issa suspected that Canadians would enjoy chocolate from their home country of Jordan. Like any cautious, aspiring entrepreneur, Mr. Khartabil and Mrs. Issa

conducted test marketing for the product and its unique qualities, and it proved to be a big hit!

During the market research process, Mr. Khartabil and Mrs. Issa visited the Canada/Nova Scotia Business Service Centre to use the library resources. The Centre directed them to the appropriate business contacts and resources that enabled them to move forward with the business plan. They successfully started their business and now offer personalized arrangements of chocolates, customized for any occasion:

- Weddings
- Baby showers
- Graduations
- Gifts for speakers
- Centre pieces for dinner parties
- Get well soon wishes
- Anniversaries

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## Ask an Information Officer

few questions ready for small talk. If, after attending a few events, you begin to see people you have already met, feel free to check in with them and see how their projects are coming along.

### Pay attention

Ask questions about what someone is speaking to you about. While it is good to make conversation by talking about elements of common ground, such as the networking event itself, it is important to listen to what others have to say. It will be easier to make contacts and interpret business opportunities if you listen carefully.

### Consider business cards

Business cards are an easy way to exchange contact information. Without one, you may be easily forgotten at a networking event. Business cards can usually be made inexpensively at a local stationery shop.

### Don't make a sales pitch

Networking is concerned with meeting people and forging business relationships and NOT with selling your product or service. It is one thing to mention what you do or would like to do, but a networking event is not the appropriate time to try to make a sale.

### Follow up

If you tell someone you will call or e-mail them within the next few days, be sure to do so, or else it will appear that you are not capable of keeping your word. After closing a deal with a client, there is the opportunity to ask if they know anyone else who might be in need of your product or service. Also, remind a client to come back to you if they are happy with your

product or service.

For a list of networking organizations in Nova Scotia, check out our Networking for Entrepreneurs fact sheet.

To find out about networking events happening in your area, visit our Events Calendar.

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Don't miss out on new programs and services geared to supporting your business. Subscribe to our monthly e-newsletter today at <http://www.cbosc.org/ns/newsletter.cfm>.

From Information to Business is a monthly publication of the Canada/Nova Scotia Business Service Centre.

### Our Mission

To improve the start-up, survival and growth rates of small- and medium-sized enterprises by giving business people in every part of Nova Scotia access to accurate, timely and relevant information and referrals

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1-800-668-1010

### Click:

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## Hot Picks

The following books are available from the Canada/Nova Scotia Business Service Centre Library. These books may also be available in our resource centres, located throughout the province.

### **Art of the Business Lunch**

*Robin Jay*

Learn the art of building business relationships between 12 and 2 p.m. This book takes you through every aspect of the business lunch. Robin Jay, the “Queen of the Business Lunch,” teaches you proven methods for making the people with whom you do business choose to work with you, instead of your competition, time and time again.

Finally, there is a definitive guide to the business lunch! Here is just some of what you will learn:

- Whether you should pick up your clients or meet them at the restaurant
- How to pick the right restaurants for business and which restaurants to avoid
- How and what to order
- Is it ever okay to order alcohol?
- When to bring up the subject of business
- Cell phone etiquette
- Do’s and Don’ts
- How to pay for lunch discreetly
- Networking luncheons: the successful professional’s gold mine

### **Never Eat Alone: and other secrets to success, one relationship at a time**

*Keith Ferrazzi; Tahl Raz*

The ultimate networker reveals how to build a lifelong community of colleagues, contacts, friends, and mentors. Dynamics of status are the same whether you’re working at a corporation or attending a society event - “invisibility” is a fate worse than failure. This book is full of specific advice on handling rejection, getting past gatekeepers, becoming a “conference commando”, and more.

### **Réseautage d'affaires: mode d'emploi**

*Lise Cardinal; Johanne Tremblay*

Les secrets d'un réseau d'affaires pleinement efficace. Deux principes sont fondamentaux : les gens achètent la personne avant son service et un réseau est *vivant* . Il faut s'en occuper!

Dans cet ouvrage, vous apprendrez comment :

- utiliser le marketing de bouche à oreille pour accroître votre visibilité;
- apprendre les subtilités de la communication verbale et non verbale;
- agrandir votre réseau en parlant aux gens que vous côtoyez au quotidien;
- évaluer vos contacts et échanger avec eux à bon escient; choisir le bon groupe parmi les réseaux de personnes, les réseaux d'entreprises, les cercles d'influence, les clubs de référence, les cellules d'entraide, etc.

## Featured Website

### **BizPaL**

(<https://bizpal.gov.ns.ca/bizpal/init.jsp?lang=en>)

*Christine Thériault, Business Information Officer, Canada/Nova Scotia Business Service Centre*

BizPaL is a new online service that was created to simplify the process of searching for business permits, licenses and other compliance regulations. With this type of service, entrepreneurs, governments, and third party business service providers have one-stop access to permit and license information for all levels of government.

The Q&A wizard asks a series of short questions that will provide you with permit and license information specific to your business.

BizPaL allows you to:

- determine which permits and licenses are required for a specific business;
- increase compliance with regulations;
- access up-to-date and consistent information;
- save time and money by accessing information from one source;
- improve business planning; and
- conveniently get answers when they are needed.

BizPaL also simplifies the process for entrepreneurs by allowing you to generate a personalized list of business documents that are needed for all levels of government for both business start-up and expansion phases.

Easy and convenient to use, [BizPaL](https://bizpal.gov.ns.ca/bizpal/init.jsp?lang=en) is a collaboration between Industry Canada and the Province of Nova Scotia, developed in partnership with a number of provincial and local governments.

## Business Article

- Birthdays
- Holidays

To learn more about K & I's products, call Omar Khartabil at 902-835-8191.

### Wellness Forever Natural Products

When Jack Pelley was diagnosed with the type 2 diabetes, he was not happy with the trial-and-error medication he was receiving. While attending a diabetic conference in Toronto, an Aboriginal chief suggested he try hemp seed oil. After five weeks, Mr. Pelley's blood sugar level dropped from a high of 20 to near normal levels.

Deciding to pursue this venture, Mr. Pelley visited the Canada/Nova Scotia Business Service Centre, which pointed him toward relevant resources in the on-site library and helped him acquire information and contacts needed to get his business underway. Since launching in 2003, his company's sales have tripled in just three years.

If you are interested in learning more about Wellness Forever Natural Products, please visit <http://www.diabetescontrol.ca>.

### Podcast Plus: the future of broadcast media

When a business involves music, particularly the broadcast of that music, intellectual property is always a major concern. Officers with the Canadian Intellectual Property Office helped Mr. Rob Burchell overcome this business start-up hurdle and continue with the opening of Podcast Plus. The Centre was able to provide Rob with valuable information on marketing, government procurement, and sources of financing for future business growth.

Now Rob, the Director of Marketing and Sales, along with his colleagues Scott Ferguson and John Bignell, provide recording, production, mixing, mastering and composing services to clients all over the world from their Halifax studio.

To learn more about Podcast Plus, visit <http://www.podcastplus.ca/>.

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**Canada Business Network**

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