



The Commonsense Entrepreneur

Our Mission

The Commonsense Entrepreneur mentors service related small businesses in customer-centric thinking as a primary tool to reach your goals.

Too many service related businesses have gotten so wrapped up in process, cost-cutting, and gimmicky advertising that they've forgotten that without customers, there is no business. Even those who remember the customer don't always know what customers want and how to provide it.

About the Presenter

Joel D Canfield has successfully operated his own small businesses during the past 25 years and worked with and for service related small businesses for over 30 years. He has experience on the front line in customer service and service implementation, and in virtually all aspects of the back office: accounting, management, credit and collections, data entry, information technology, labor, design, and facilities/maintenance.

Joel's book, 'The Commonsense Entrepreneur', will be available the second quarter of 2008.

Presentations, Classes, and Workshops

These four classes provide an innovative mindset for small business operators and their employees. Each subject is available as a half-hour presentation or two-and-a-half-hour hour workshop. While the workshops can accommodate any size group, with less than 25 participants each can have a greater interactive role.



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Topic 1: Introduction to Customer-Centric Thinking

Small businesses must provide an excellent customer experience to thrive. This course will show how to apply customer-centric thinking not only to customer service issues but to all aspects of operating a small business: back office operations, employee management, physical appearances, marketing basics, and vendors. Includes information on educating customers to provide referrals, making sure prospects can find you, having a meaningful customer recourse process, and internet marketing basics.

Topic 2: Commonsense Small Business Marketing

Traditional 'interruption' advertising is no longer effective marketing; in fact, it's actually anti-marketing in most cases. Marketing by developing relationships is the key to small business growth. This class shows how to combine intelligently targeted advertising with the concepts of permission-based marketing, directed word-of-mouth, and the excellence of your own business to generate new business. We'll discuss information gathering, good writing, the educational aspects of marketing, and when to get help instead of doing it yourself.

Topic 3: Personal Skills for Small Business Operators

Many small business operators have a marketable skill, but are less than perfect in one or more areas when it comes to personal skills and habits. This class will act as a checklist for self-analysis to help small business operators ferret out possible gaps in themselves as the foundation of their business, and direct them to resources to fill in those gaps.

Topic 4: Cultivating Quality Employees

Good employees are vital to a business. This class discusses hiring for talent, good training practices, how to motivate, settling disputes, earning loyalty, how and what to communicate, instilling honesty, balancing responsibility and authority, and when, why, and how to fire.



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Fees

Speaking

- First half-hour presentation at your event \$3000
- Additional presentations at the same event \$1500 each

The additional presentations can be any of the listed topics including a second presentation of the same topic.

Workshops

- First two and one-half hour workshop at your event \$5000
- Additional different workshops at the same event \$3000 each
- Repeated workshop of any topic \$2000 each

Travel

All travel expenses to be paid by client, including air fares, taxi and other ground transportation expenses, private car mileage expense, lodging expense, meal expenses, gratuities (tips), and other event-related business and incidental expenses.

Payment

A deposit of 50% of all speaker's fees plus 100% of anticipated air fare costs must be received 60 days in advance of the event. The balance of speaker's fees is due upon arrival at the event. Reimbursement for all other travel expenses will be due ten (10) days after the event.

All fees subject to change.

Contact Information

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