



Workshop Schedule

Exporting - March 17th at 12:00pm - KMC
Natasha Lymburner of Export Development Canada

Market Research - March 24th at 6:00pm - KMC
Julie Penwarden of Business Service Centre

Insurance - March 30th at 11:30am - Guysborough CBDC
March 31st at 11:30am - KMC
In partnership with Guysborough CBDC
Peter Fraser of Fraser & Hoyt

For more information or to register for workshop please contact XEDC at 867-5543 or xedc@sfx.ca

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5 Ways to Improve Communication Skills

1. **Make Eye Contact:**
Small business owners should teach employees to make eye contact when communicating with customers and prospective business partners.

2. **Use of Body Language:**
Use of good body language is a fundamental tool in human communications. It is necessary that small business owners possess good body language.

3. **Listening and Speaking:**
Being attentive will let the customer know that you care for his/her needs and send out positive signals about your business.

4. **Be Honest:** You must be honest when you are talking to customers about your products. Let them know all the demerits and merits of using your product. Never let them find out the defects themselves. It won't help in retaining your customers and winning more, for the success of your business.

5. **Invest in Development of Good Communication Skills:** for yourself and employees.

NEW XEDC WEBSITE

A new and greatly improved website is officially launched by XEDC, offering online resources, an e-learning centre, an events calendar, as well as XEDC's programs and services.

The new site has been redesigned to better meet the needs of small business owners and represents XEDC's enthusiasm to enhance economic sustainability and growth in Nova Scotia's eastern mainland

Come Visit us at www.xedc.ca

Stand Out Training and Marketing

Marilyn Pellerin measures her success by fulfilling her goal of running a successful consulting business from her home in Larry's River, Guysborough. Stand Out Training and Marketing offers a unique method of training employees and or management in providing exceptional customer service and communications skills both within the organization and with the public they serve. Marilyn's 25 years of experience in customer service and marketing allows her to offer clients a down to earth, cost effective solution to issues they may be facing.

For more information please contact Marilyn Pellerin at 902-525-2534

Not Just a Cup of Tea

Coupling years of experience as a home care worker and her education in Therapeutic Recreation Debbie Tompkins opened Not Just a Cup of Tea in the Antigonish area. This business brings resources to seniors providing a bridge to enhance their quality of life through memory stimulation, open conversations, or even planning meals that they enjoyed from the past. The program can also include a mild exercise program. All programs are organized after an overall assessment of the seniors' abilities and disabilities, always focusing in on their strengths. This is a new and exciting business opportunity for the Antigonish area; it is creative and focuses on an ever growing market, the senior population.

For more information please contact Debbie Tompkins Delorey at 902-735-5278.

Email us:
xedc@sfx.ca

Visit our website:
www.xedc.ca

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Program of the Month - E-Learning Centre XEDC

In partnership with Vubiz, a leading provider of e-learning services since 1996, we are pleased to offer you a wide range of online training, addressing such topics as marketing and business communications, software skills, business and personal growth, to name a few.

Please visit us at www.xedc.ca to learn more about our organization and how you can take advantage of our e-learning centre. For more information please contact Anne Toner Fung at (902) 867-3387 or email at atoner@sfx.ca