



MEDIA RELEASE
For immediate release

**'Know your niche,' says business leader Jean Taillon of G4S Security,
speaking on sales strategies at MBOT seminar**

Mississauga, Ontario (February 19, 2010) – Executives in Mississauga's medium and large businesses gained valuable knowledge on sales strategy from G4S Security Services President Jean P. Taillon.

Taillon was the keynote speaker at the fourth session of Mississauga Board of Trade's *Growth & Power Breakfast Series*, held yesterday morning at Credit Valley Golf & Country Club.

Sponsored by Rogers, the event welcomed approximately 50 executives from a range of businesses in the city. Emceeding was Tim Dickins of Rogers, who introduced the topic for that morning's presentation.

Taillon began by giving his career background in sales, and his insights into the sales industry and the lack of young people entering the field.

"There's really nobody thinking about sales," he noted, adding most young people think about studying health or social studies in post secondary education, but for some reason there seems to be a stigma against sales.

Taillon's comments emphasized the importance of targeting a specific market when working in sales. It's important for sales people to know the niche market they are trying to attract, to know the business. Sales people should focus first on providing solutions, solving problems and adding value, he said, adding that companies need to raise their standards and focus on these things in order to see faster results.

"Typically, what happens when you raise the bar, is people fall off, but you attract some serious talent," said Taillon.

The next Growth & Power session will be held on March 23 and feature keynote speaker Richard Patenaude of the Wheels Group. He will speak on *Going Global: Evaluating the Impact of Your Supply Chain*.

Information on this event can be found on mbot.com including online registration.

As the voice of business since 1976, Mississauga Board of Trade is a private-sector, not-for-profit business organization representing approximately 1,500 businesses, employing 65,000 people in Mississauga. MBOT is well positioned to meet the needs of business by using its considerable influence at all levels of government. As the forum for business, MBOT works together to influence public policy and promote a better understanding of the marketplace among policy makers, media and the general public.

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Media Contact:

Sheldon Leiba
President & CEO
Mississauga Board of Trade
905-273-6151 ext. 27
sleiba@mbot.com
www.mbot.com