

Entrepreneur Elias taps triggers to sales success

Craig Elias has discovered a unique approach to building business over the years.

He does this by turning more prospects into loyal customers through the harnessing of trigger events to repeatedly get to the right people at exactly the right time.

Elias, the creator of Trigger Event Selling™, and the Chief Catalyst of SHiFT Selling, Inc., is a highly sought-after speaker and trainer, delivering unique, compelling and relevant content.

Elias helps people identify the specific Trigger Events that create demand for products or services, discover which decision makers experience the Trigger Events identified, and close more sales by getting to decision makers who experience Trigger Events before the competition.

“For years you have been conditioned to believe that there is no such thing as a silver bullet in sales. We can tell you there is a silver bullet in sales, it is called ‘timing’ getting in front of the right person at exactly the right time. When you have the right timing the sale almost happens by itself – no challenges getting to the customer, understanding their dissatisfaction, presenting a solution, or closing the sale,” says Elias. “Every single day decision makers experience a Trigger Event that turns them from prospects into customers.”

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20 QUESTIONS

With Craig Elias

CREATOR OF TRIGGER EVENT SELLING™
CHIEF CATALYST OF SHiFT SELLING, INC.

BORN: Hull, England

AGE: 54

FAMILY: Married to Heather. Son Liam, 11

EDUCATION: BA from University of Western Ontario;
Executive MBA from University of Calgary

CAREER HIGHLIGHTS: 20 years as a ‘lucky’ sales person
and 15 years as a ‘lucky’ entrepreneur

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Putting the ‘real’ in B.C. real estate

Foreign buyers' tax has limited impact



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The great disruptors

Heath Applebaum introduces a disruptive series

When a business ceases to be small, it loses something.



NICHOLAS JEFFERY
CEO of Uniserve
Communications Corp.

Don't get me wrong – it's a normal aspiration to want to grow larger. It's instilled in us from the day we start to crawl, but mass (not size) isn't everything. Rather, it's the quality of the product, service and delivery that counts.

I have been fortunate enough to have created numerous startups. Not all have been successful, and the failures take a toll. I've also run an incubator business, working to mentor and steward entrepreneurs.

Trust me, the problems are the same in a small or large company. As you get bigger, we all feel the same pain; it's just adding more zeros.

Uniserve Communications has been around for more than 28 years. The company has taken everything the economy and technology one-upmanship can throw at it, and it has survived. It has clung by the tips of its fingers at times, spectacularly successful at others – but it is a small business in comparison to a Telus or Shaw, with about 30 employees at last count. Telus has 27,000.

When was the last time you got into a cab or a conversation in a café and you heard – “Oh you should switch to Telus; they are so good at customer service.” That's pretty unlikely. As companies grow, they lose the connection with their customer base as well as the empathy for their audience and, most important, their ability to change.

Interestingly, Vancouver has been ranked 15th in the world in Start-up Ecosystems by the Startup Genome and the Global Entrepreneurship Network. It is the best city for tech entrepreneurs in the country. This is up three places from last year and one place ahead of the Toronto-Waterloo corridor.

The report acknowledges that Vancouver has the fewest startups of any city in its Top 20 list, but there are 800 to 1,100 “startups and shining success stories.”

So, what makes Vancouver a start-up success?

- Vancouver has the highest concentration of visual effects and animation studios, two of the top six video game franchises, and ranks in the world's Top 20 Global Financial Centres.
- The city's success is linked to having diverse and entrepreneurial talent, its location as a gateway to Asia

and the West Coast, and an ecosystem that encourages interconnectivity and collaboration.

- Vancouver is leveraging its unique combination of assets: Hollywood North, a strong industrial foundation, enterprise data and cloud underpinnings, and a remarkably diverse talent pool, with over half of its residents having a first language other than English.
- Vancouver has more startups per capita than any other city in Canada.
- Funding metrics point to the Vancouver ecosystem holding steady, not rising or sinking greatly.
- Market reach is Vancouver's strongest factor due to strong global connectedness and the world's highest ranking in reaching foreign customers.

I recently asked the Uniserve team, “What's the IT infrastructure like in terms of supporting start-ups?” The response from our qualitative research with all the providers from the big four telecoms and all the managed service companies: it doesn't really exist.

Our research told us that no technology providers in BC could provide a bundle of everything that a 5-, 10- or 20-person company needed from their technology. So,

we are launching “Transit bundles” this month – one bundle for three different sizes of small to medium businesses, with a few adjustable options. One great price and one “throat to choke,” saving 30-40% on what a business might spend currently using several vendors. Uniserve will set up and monitor all the IT infrastructure for as little as \$4.49/month. That's all you'd need for a 1-to-5-person company, but we'll be ready as well when you hit the 20-person level.

Uniserve – we're big enough to count, but small enough to care. ■

Nicholas Jeffery spent the 1980s building global brands such as Eastman Kodak and Johnson & Johnson. A decade later, he was creating Europe's largest web design and build group, selling at the top of the market. He then went on to buy, build and exit three Internet service providers (ISPs), including the acquisition of America's PSINet for \$9 million and selling it for \$95 million two years later. Jeffery went on to work at Digital Reality, the European Bank and CBRE, at which he created the European Connected Building and Smart City practice. He joined Uniserve in March 2017 as CEO.



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HIRE INTELLIGENCE

Uniserve Communications names Jeffery CEO

Business Edge News Magazine



Uniserve Communications Corporation has hired **Nicholas**

Jeffery as its CEO.

A former Director of the Data Centre Solutions group at CBRE, the world's largest commercial real estate services firm, Jeffery makes the move from London, England, to Vancouver. His wife and young family will join him in the spring.

At CBRE, Jeffery was responsible for client strategy, advising data centre owners and multinational corporations on data centre acquisitions, new product developments, cloud deployments and new geography strategies. Jeffery is also considered an authority on cognitive connected buildings and Smart City solutions, and led that portfolio for CBRE in Europe.

With more than 25 years of experience in telecommunications, media and technology experience, Jeffery was previously the European managing director of PSINet Europe.

"I am really excited to be able to combine the telecommunications and technology capabilities with smart building and smart city strategies in such a forward-thinking city like Vancouver," says Jeffery. "Uniserve is

perfectly placed to bring these capabilities together to take advantage of the IOT revolution throughout BC and Alberta.

"From a solid base, Uniserve intends to complete the build out of a portfolio of products and services in the B2C and B2B markets and further invest in core data-centre infrastructure. I also see excellent opportunities for growth in the Enterprise IT solutions sector, and we intend to strengthen the existing team to support clients' data security, sovereignty, storage and hybrid cloud requirements."

Grey Group's creative to boast Pak mentality



Grey Group Canada has appointed **Helen Pak** as chief creative officer. Pak will lead creative across the group's Canadian agencies, which include Grey offices in Toronto and Vancouver and Tank in Montreal, which was acquired by Grey Group in December.

Pak was most recently CCO and CEO of Havas Worldwide Canada. Prior to that, Pak was the Canadian lead for Facebook's Creative Shop, which she joined after more than six years leading

creative at Saatchi & Saatchi Canada.

"It was an opportunity I couldn't pass up," Pak says about joining Grey. "They have a great roster of clients, a fantastic executive team and strong strategy and creative talent. But the work Grey has done over the years is amazing, and it's truly world-class and competes on the global stage. Then with the addition of Tank in Montreal, they're set up to continue to do great global work."

Ritchie appointed managing partner at Loopstra Nixon



Loopstra Nixon LLP has named **Allan Ritchie** as the firm's managing partner and head of the executive committee.

Ritchie assumes the role from Ian Scarlett, who served in the position since 2009. During Scarlett's tenure, the

firm underwent significant expansion, growing from 16 lawyers to its current 41-lawyer team. Scarlett will return to full-time private practice with a continued focus on mergers and acquisitions and general corporate law and will serve as a member of the firm's governing executive committee.

Said founding partner Chuck Loopstra: "Ian has been a steady hand at the wheel during a period of rapid growth and expansion for the firm. The positive impact of his leadership will be felt for years to come."

Ritchie, 35, originally joined Loopstra Nixon in 2003. From 2007-2010, he worked in the Toronto office of a global law firm before returning to Loopstra Nixon as a partner in 2010. Ritchie will continue to lead the firm's cross-border business law practice.



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