



# Canadian Marketing Team

## What Others are saying

Phone: (778)840-3687

E-mail: [cmt@canadianmarketingteam.com](mailto:cmt@canadianmarketingteam.com)

---



### **Canadian Marketing Team's Top Performer...**

In October, 2007, the CMT Sr. Coach began his training with Leader Global Consulting (LGC), an international business education training company.

LGC operates in 20 countries working with businesses of all shapes and sizes.

Mr. Zavier performed educational training for many business professionals in small and medium sized businesses, and was, without fail, able to help them increase their bottom line. He was our top performer.

The extensive LGC business training process instructed our Canadian Marketing Team's trainer on how to conduct superior presentations, sales and marketing audits, and how to implement the Achieving Business Excellence (ABE) Training Program for clients.

The ABE program includes over 40 specialized business sections requiring a customized "for the client" action plan.

I recommend the Canadian Marketing Team and Odin Zavier with full confidence as a business educator and coach.

- Karl Bryan, Owner of Leader Global Consulting

**DOUGLAS COLLEGE**  
PO Box 2503 New Westminster BC  
Canada V3L 5B2  
New Westminster and Coquitlam  
douglascollege.ca  
604 527 5400



June 24, 2015

CORR  
300023409

To Whom It May Concern:

**RE: Odin Zavier**

This letter will confirm that the above-mentioned was employed by Douglas College as a contract employee with the Training Group from August 5, 2008 to April 26, 2010. Odin worked as a Facilitator/Trainer in the Self Employment program during this time.

Please contact me at 604-527-5762 if further information is required.

Yours truly,

A handwritten signature in black ink, appearing to read "Marla Koop". The signature is stylized and cursive.

Marla Koop, B. Comm  
Human Resources Assistant

cc: Employee file



**Sales In Motion**  
SIM & Associates

To whom it may concern,  
Dear Sir or Madam,

This letter is to confirm that Mr. Odin Zavier was employed as a business trainer/instructor at Douglas College from August, 2008 to April, 2010. His position as an instructor was within the Douglas College internationally awarded Self Employment Course.

Odin presented to classes of up to 30 new entrepreneurs on the subjects of success circles and networking, where he created a marketing message which included target market identification. The participants practiced introductory icebreakers, international handshake etiquette, social networking strategies, online networking strategies, and forming their own business success circles, which convened on a monthly basis.

He is also a dedicated contributor as a volunteer on our Business Review Committee which required him to assess a number of business plans, identify issues within the plan, and along with 3 - 4 other committee members, present their findings to the entrepreneur.

In my roles at Douglas College for 14 years as a full time Business Advisor and subsequently the program coordinator, I was extremely pleased with Odin's skills and enthusiasm as an Instructor, as well as his willingness to give of his own time as a volunteer.

I recommend Odin with confidence as business instructor / trainer and as course developer.

Sincerely

Alex E Sim  
Principal Consultant / Trainer  
SIM & Associates – Sales in Motion  
info@salesinmotion.net  
[www.salesinmotion.net](http://www.salesinmotion.net)  
604-345-3933



### **Odin Zavier Opened Many Eyes to the Power of Great Promotions...**

I am the Organizer of the Vancouver Business Network Meetup. Odin spoke authentically, eloquently, and enthusiastically to my MeetUp members.

The title of his presentation was "Boost Your Sales with Sure Fire, Low or No Cost Promotions." Odin totally engaged the audience with his stories and examples and the depth and breadth of his knowledge around all things related to promotions.

He opened many eyes to the potential that can be realized by harnessing the power of great promotions to build a better business and life. My members simply loved him.

- Roger Killen, Organizer of Vancouver Business Network



### **The Canadian Marketing Team Gives the Push You Need to Achieve.**

The Canadian Marketing Team, including Odin Zavier, opened my eyes to new possibilities that I hadn't thought of before. Their depth of insight, combined with their vast marketing experience and unparalleled generosity, are valuable tools that can be put to work for your business.

As your business coach, CMT will push you to reach heights that you may not achieve otherwise. And if you could reach those heights yourself, you'll get there much faster with CMT's help.

So make the investment in your business today. E-mail CMT or connect with Odin on LinkedIn, and say, "I need a business coach. What's the next step?" Tell him I sent you.

- Tyler Buchanan, Co-Creator of the Testimonial Success System



## Odin Zavier Gives His Best to Everything He Does...

I have worked for and with Odin Zavier for 4 years and find him to be that rare kind of person that always tries to find the best in people. Odin is honest and trustworthy, and when you work for him, he always has your back.

I endorse Odin because he gives his best to everything he does and never gives up until he's achieved the best that he can do.

- Doreen Roseberry Corke,



### What Our Clients Say



Odin is an amazing sales person and a great business coach. He puts his heart into everything that he does. He always works hard to deliver great value. He was a pleasure to work with and remains a good friend to this day.



Lane Snider  
Owner, Canuck Marketing

## What Our Clients Say



### YOU CAN LEARN "NEW TRICKS"!

After attending a Marketing Bootcamp, it was obvious the marketing program was something I must undertake! I pioneered true networking (they call me 'The First Lady of Networking' ;-) in the lower mainland 14 years ago. and the results are arguably very impressive...since joining the Leader Global Consulting program. The new results have been sensational and our 'World Record' was shattered with one easy to implement initiative! Odin, it takes a bit to impress me – I am IMPRESSED!



Donna Willon, President  
Focused Networking Ltd

## What Our Clients Say



One two-hour phone call with Odin and suddenly I feel like I can be me again and my business is going to thrive. Odin expertly took me through the steps of what I could do differently, and what I need to be doing now to succeed. I can't suggest this strongly enough if you want to succeed, you need to be yourself. It is how you came up with your prize product in the first place. I'm so happy to be in a "home" where that is celebrated.



Jennifer Smit  
Executive Director, Breakthrough, LLC

## What Our Clients Say

I have had the privilege of meeting and working with Odin since 2021. Odin is the type person you want to have in your corner.

He is very knowledgeable, informed, passionate, supportive and goes out of his way just to see you succeed with no strings attached. Without Odin's support and encouragement, I am not sure if we would have been able to close our 44units investment property in Edmonton, AB.

Odin is a friend and a brother. In a world most people are just about themselves - what is in it for them now, Odin just naturally want to help without expecting any immediate reward.

Odin is an excellent coach.

Thank you so much, my friend!!!

Adeola (Ade) Oladimeji CAIA,  
CPA, CGA, ACCA



## What Our Clients Say



### We're turning our small business into a Money Making Machine!

When the Owner of Ultra Digital Printing first introduced me to being the manager of Ultra Digital, I had no idea how I'd manage it. I was told that here is your coach. In came Thane and Odin they will walk you through it. Really, I was totally overwhelmed and had no idea where to go. With the coaching I received and the ease of the system I managed to save time and still have a chance to complete my full time education. As the time went on the referrals came rolling in, the value of the network is astounding, worth 10 times the value of the program, EASILY! and this has been the busiest year we've had. We are more successful than ever. The next step is to hire using the system simply because I'm too busy.

Craig Maclean – Ultra Digital printing





## What Our Clients Say



### Over \$40k in Revenue in My First Month in a New Business.

Odin is a machine! He helped me generate over \$40k in revenue in my first month in a new business starting from scratch! The sales and marketing skills he taught me have stayed with me the rest of my life and have helped me generate millions of dollars in subsequent ventures.

I'm very grateful for everything I've learned from Odin. When it comes to sales and marketing, the man has a lot to share!

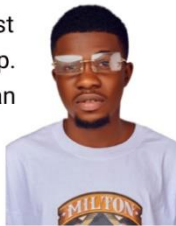


Tyler Devin  
Internet Marketing Group

## What Our Clients Say



I wanted to take a moment to express my sincerest gratitude for your ongoing support and partnership. Throughout the year, you have consistently been an invaluable asset to me as a freelancer, and I truly appreciate all that you have done. Your patience, willingness to help, and availability have been greatly appreciated and have not gone unnoticed. Your trust in my skills and expertise has allowed me to deliver the highest quality work, and I am grateful for the opportunity to work with you. Words alone cannot express how much I regard you. You are nothing short of amazing and you really inspire me not only to be an efficient worker but a better person. I have silently learnt alot through you. I value our partnership. Here's to successful and productive years ahead! Aaron



## \$10,000 a Month Goal is a Reality.

I was focusing on two of my businesses at the same time and working myself to exhaustion. One was a printing company, Ultra Digital Printing and the other was a Hypnotherapy practice.

I had no idea how I was going to meet my target and still have some time for myself and my family.

I needed clarity and direction. Having some good advice was going to be worth every penny. I gave The Canadian Marketing Team and Odin Xavier a try, which turned out to be the most lucrative decision I made. I now have a Manager for the printing business -- at his team's suggestion -- and can focus full time on my passion, my Hypnotherapy business: The Power Within.

With key marketing strategies in place, my revenue has increased by 60%. Just one of our other initiatives has brought a 40% return. I look forward to my next strategic planning session.

For those serious about taking their business to the next level, I highly recommend the Canadian Marketing Team for results-driven direct marketing strategies, planning, and proven results."

- Jackie Maclean, Master Hypnotist / Clinical Hypnotherapist



### What Our Clients Say



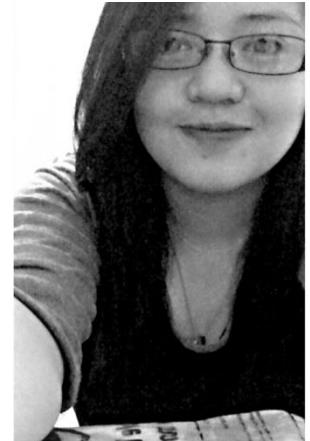
When I first met Odin from LGC I was working two of my businesses; one, my printing company, Ultra Digital Printing and the other as a Hypnotherapy practice. I felt as though I was spinning my wheels. I had no idea how I was going to meet my target and still have some time for myself and family... With key marketing strategies in place, my revenue has increased by 60%, just one of our other initiatives has brought a 40% return. I look forward to my next strategic planning session - I'm ready to get my marketing motor running. For those serious about taking their business to the next level, I highly recommend Odin & hfor results driven direct marketing strategies, planning and proven results.



Jackie Maclean MH, CHt.  
Clinical Hypnotherapist


**Odin Zavier. Mentor. Visionary. Strategist.**

I've worked with Mr. Odin Zavier of the Canadian Marketing Team for several years now. He constantly impresses me with his outstanding work ethic, mentorship, and great vision. He thinks long term and very strategically. His success also results in the success of those he works with. Odin always provides payment immediately and generously rewards extra effort. He's honest in all his dealings and greatly values the people he works with.




- **Jane Kenneth Acidre**  
Content Writer / Virtual Assistant / Marketing Specialist

**What Our Clients Say**



**I Killed My Goals**

After the sales and marketing audit half day I had the focus needed to move my business forward. It took a little time and patience. Now North Pacific Training is making Seven times my original Goal - ALL WITHIN EIGHT WEEKS!



Jim Tallman  
North Pacific Training and Performance



### **If Marketing Was A State, Odin Zavier Would Be Foreign Affairs Minister.**

Odin Zavier is a flexible thinker and was able to provide my business with an endless amount of ideas. He has a big heart, broad depth of knowledge, and is always giving.

He unites his wide professional experience and comprehensive knowledge of modern marketing techniques into a powerful resource well worth your money.

There is no situation where he doesn't have an answer. He is enthusiastic, optimistic, cooperative, precise, loyal, and dedicated.

Odin is always willing to help and stands behind his word. He maintains the ability to concentrate on one subject and analyze it until the very end if needed, while remaining open-minded and not stuck on one idea or approach.

His sense of humour, pleasant attitude, and positive outlook make him a joy to work with. You have the feeling that you're getting the support you've always wanted and dreamed of.

Odin makes sure your business will grow by using his diverse arsenal of expertise.

If marketing was a state, he'd be the foreign affairs minister. Thank you, Odin!

- Orit Cooper



#### **What Our Clients Say**



If Marketing Was A State, Odin Zavier Would Be Foreign Affairs Minister.

Odin Zavier is a flexible thinker and was able to provide my business with an endless amount of ideas. He has a big heart, broad depth of knowledge, and is always giving.

He unites his wide professional experience and comprehensive knowledge of modern marketing techniques into a powerful resource well worth your money.

Odin makes sure your business will grow by using his diverse arsenal of expertise.

Orit Cooper  
Transform Your Relationship





**Odin Zavier Has Much to Offer to Bring a Company to Success.**

I recommend Odin Zavier's services as a sales and marketing professional and coach. He has a broad range of experience and knowledge to bring a company to success. I generated thousands and thousands of dollars' worth of revenue in my past consulting businesses with his advice and assistance.

- Thane Lanz

**Powerful Testimonial, Valuable Feedback, and Repeat Business from a Past Client...**

Working with Testimonial Success and CMT was a great experience for me. Not only did connecting with him open up a way for me to get Testimonials from clients I'd been having difficulty getting Testimonials from, but it also caused me to reconnect with a past client to arrange getting a Testimonial from him. Turns out I contacted him at a time when he was desperate for services like mine, and I ended up getting some repeat business right away!

Not only did TS and CMT get a Testimonial for me from this individual, who is a busy international public speaker, but also great feedback from him on his experience working with me, and on what my greatest strengths are as a business owner and person. This knowledge is extremely valuable to me in planning my strategies as I connect with new clients. Thanks, TS & CMT. You're awesome!

- Jason Ross



## What Our Clients Say



### **CMT's Guidance Helps Me Know What to Do Next...**

CMT recognized my strengths, outlined some of my main obstacles, and gave some great ideas for finding my ideal client base. They reminded me to shift to a marketing mindset after being in a teaching mindset for so many years! They also assigned some very specific things for me to do, including an immediate income-generating project.

I'm inspired because I now have more clarity around my next action steps. CMT's insights and suggestions are very helpful and generous. They're very passionate about helping people, and I look forward to learning more from them over time.



Little Woo  
Inner Compass Training

## **Generous, Sincere and Accessible**

The first time I met Odin was at a business event I was speaking at. I noticed how genuinely caring and supportive he was with one of his clients who was networking at the event.

Then Odin gave me a complimentary marketing review, and I felt that he understood the particular challenges that holistic practitioners have with their marketing.

When I said that many of my practitioner friends would benefit from marketing coaching, Odin offered to do 6 weeks of group coaching for my colleagues. Though I had never tried any coaching or training with him before, I could feel his sincerity and desire to help. Plus, none of the online training I've previously taken offered direct contact with the teacher or coach.

During the group sessions, Odin discovered that most of the attendees had very little marketing training so he offered to spend one-on-one time with each student at no additional cost. This level of accessibility is rare to have.

Odin was very generous with his time each week, very open to feedback, and willing to adapt to what the group needed. He reminded me of the importance of doing follow-up, exploring joint ventures, and focusing on at least one marketing practice each week.

Thank you for your kind and giving heart, Odin!



## What Our Clients Say



I learned that there's a structured way to view marketing. CMT offered some constructive marketing advice, something definite that I can apply and a working relationship that I can build upon. CMT keeps in touch with me, and they're interested in what I say.

CMT is helping me with the process of getting Testimonials, marketing, and crystallizing a business plan.

You need what CMT offers. Businesses prosper or fail based on their marketing. Find out if CMT has a marketing coach available to help you, and attend their next Focus Group session.



Garth Spencer  
The Art of Gartness

### **Businesses Prosper or Fail Based on Their Marketing...**

I need to know how to market myself and my business. I found out about the Focus Group through e-mail messages and Facebook messages from the Canadian Marketing Team (CMT). I try to come to things with an open mind, so I decided to attend.

Because of attending the Focus Group, I got some leads, and I'm following up with them.

I learned that there's a structured way to view marketing. CMT offered some constructive marketing advice, something definite that I can apply and a working relationship that I can build upon. CMT keeps in touch with me, and they're interested in what I say.

CMT is helping me with the process of getting Testimonials, marketing, and crystallizing a business plan.

You need what CMT offers. Businesses prosper or fail based on their marketing. Find out if CMT has a marketing coach available to help you, and attend their next Focus Group session.

- Garth Spencer, Secretary  
The Art of Garthness



## You'll Learn Investing Skills That You Likely Never Even Knew Existed...

We've previously gotten real estate coaching, specifically at a cost 8x higher. We enjoy the strong network, support, and mindset involved, so we sought out even more coaching.

There were no obstacles preventing us from getting this real estate coaching from Andrew Rezmer because we get 100% of our deposit back as long as we do the work with finding real estate deals.

We learned about the coaching through a referral, and that made us more likely to try it out than if we'd learned about it any other way.

The support and direction we receive helps revive and energize us. It gives us hope that there's more in life than just working a 9 – 5 job. In fact, we've already got our first real estate deal.

Here are some of the things we've learned from Andrew. Sell the dream to someone that's looking for a house and provide information packages. These techniques give us an edge over anyone else that's selling houses in the neighborhood.

We now know to offer extra value that sets us apart. We learned a bunch of ways to work with real estate agents that we didn't know before. We also received lots of useful materials and templates from Odin Zavier of the Canadian Marketing Team as well.

We're excited about doing this.

Andrew and Odin, you've both given us great value and great support. We now have the foundation for successful real estate deals moving forward. Now we can help people sell their houses faster.

We already have people to recommend this real estate coaching to. They're very impressed. They like your concepts. They're unlike anything else we've done before.

Go ahead and get Andrew Rezmer's real estate coaching. You'll get 100% of your deposit back as long as you do the work with finding real estate deals. Plus, you'll learn investing skills that you likely never even knew existed.

- Eric Mailhot, Fabricator  
Langley, BC



### What Our Clients Say



Andrew and Odin, you've both given us great value and great support. We now have the foundation for successful real estate deals moving forward. Now we can help people sell their houses faster.

We already have people to recommend this real estate coaching to. They're very impressed. They like your concepts. They're unlike anything else we've done before.



Eric Mailhot, Fabricator  
Langley, BC





## **Gain the Edge You Need to Move Your Business Forward Successfully...**

I'm a new business owner, and I was looking for marketing advice for the start-up phase of my business. I needed coaching on how to construct marketing materials, how to create a marketing plan, and how to implement it effectively.

Odin Xavier of the Canadian Marketing Team has helped me realize the importance of using a variety of marketing methods in order to achieve success. He's helped me understand what effective marketing is and how to construct effective marketing pieces from scratch for my specific business and campaigns.

Odin has definitely exceeded my expectations in the service he provides. He's very knowledgeable with regards to marketing concepts, he's very dedicated to helping his clients succeed, and he's helped me understand the importance of constructing great marketing pieces.

I recommend Odin and the Canadian Marketing Team to anyone who needs coaching and marketing advice. Their experience, enthusiasm, and knowledge will give their clients the competitive edge needed to move forward successfully in business.

Odin helped me create a comprehensive marketing campaign to get my business off to a successful start. He helped me acquire the knowledge and skills to construct effective marketing pieces. He helped me accomplish more in less time by using his network of connections. And that's not all. He also helped create our fantastic business website!

- Todd Zimmer, Owner

### **What Our Clients Say**



The weekly support from CMT as I put my marketing plan into action has been extremely helpful. I have continued with them well beyond the initial four month commitment. What they offer is applicable to my situation every single time.

When we started, my pharmacy wasn't filling any prescriptions. Now we've gone to filling over 40 prescriptions in a day.

Every week, I'm putting together 1 or 2 marketing pieces.



Todd Zimmer, Owner  
Remedy's Crossroads Pharmacy

## What CMT Offers Is Applicable to My Situation Every Single Time...

It used to be that I wasn't sure marketing coaching would be worth the money. I didn't know if I would learn enough to make the investment in my business worthwhile. Those are the obstacles I had to overcome to be where I am today.

I found out about the Canadian Marketing Team (CMT) through MeetUp. They were having a free event with breakfast provided where I could learn more about them. I attended the event, enjoyed the experience, and booked a follow up session.

As a result of that session, I signed on to the four month marketing coaching program. It was very important to have that foundation. I learned the process of how marketing works, how to put together a marketing piece properly, and the importance of marketing through several different avenues ongoing.

The weekly support from CMT as I put my marketing plan into action has been extremely helpful. I have continued with them well beyond the initial four month commitment. What they offer is applicable to my situation every single time.

When we started, my pharmacy wasn't filling any prescriptions. Now we've gone to filling over 40 prescriptions in a day.

Every week, I'm putting together 1 or 2 marketing pieces.

I've been learning from CMT to market in different avenues like Facebook, a monthly newsletter, and a membership where I send out coupons and educational pieces. I reach my regular customers, my ongoing customers, in a wide variety of ways. This helps my business and will continue to help it in the future.

I have even found that the marketing materials I create with CMT are much more effective than the marketing materials that I have access to from my pharmacy's parent company.

Here's another result I've achieved with CMT. The office next door was vacant for many months. I needed to get a doctor to rent that office, so I decided to find one myself.

Through LinkedIn, we found a doctor to rent the office next door. This doctor will be recruiting other doctors for us in the future.

It took approximately 3 months from deciding to find a doctor myself to having one renting the office next door.

I feel much more confident marketing and doing the things that I learned from CMT. I recommend them. I specifically recommend their marketing coaching. It definitely helped improve my skills, abilities, and confidence in marketing that I wouldn't have had otherwise.

CMT will provide ongoing value to any company that wants to do their own marketing and learn how to do it. Contact them right away to see if they have any coaching spots available.

I've received value far beyond what I've paid for. I invite you to make this investment in your business. Don't delay. Act now.

- Todd Zimmer, Owner





## **Successful Coaches Know a Little Bit More Than Who They're Coaching...**

Other marketing coaches I've known before I met Odin were too unfocused on what matters the most. I knew that I could be doing so much better, and I also knew that I needed help.

Enter Odin. A friend referred me to him. I saw that Odin is a great communicator, and I thought we could work together and learn something. Turns out I was right.

We made more together in 3 months than I made in the previous 3 years. We learned tons about systems and building businesses. We had many successful clients together.

Odin has a knack for adding people to a conversation and getting them focused on achieving their goals. His natural networking skills and engagement skills always brought us more success. He always knows how to keep people interested.

Odin gave me sales assistance for closing deals for my business. He helped me develop my own program. He also helped build Mastermind groups, which he facilitated.

We achieved every goal we set together.

I recommend Odin for his marketing assistance, sales training, and lead generation experience. I always recommend Odin to individuals who would enjoy his training, personality, and coaching style. I've recommended Odin many times over the years.

- Thane Lanz



## **I've Received Value Far Beyond What I've Paid For...**

I've worked with business coaches before. I enjoyed having accountability partners to help me surpass anything I've previously accomplished. I successfully sold my company, Cloud 9 Float Spa, and now I'm continuing with my passion of aiding in the shift towards renewable energy.

I saw Odin of the Canadian Marketing Team (CMT) give a speech about gaps that businesses have. I enjoyed the speech so much that I booked a Sales and Marketing Audit. I'm happy to say that we've continued on from there.

What are some of my goals? I want to explore different marketing avenues, use the one page marketing piece template that Odin talked about, and find out how to effectively collect Testimonials. My coach and I have already gotten started on achieving these goals.

We've also worked on database creation and target market management. We're focusing on a specific target market, and we've started building a marketing campaign together. CMT has been with me in the trenches. They don't leave me to figure out things by myself.

I've learned about managing expectations with myself and with clients, the importance of feedback so a business can improve, and asking for buy-in to a mutually beneficial outcome.

My coach is very relatable. We have lots of common ground. We have a lot of fun as we keep getting great results. I find that the decades of marketing experience my coach is very helpful to tap into.

What's unique about CMT? They're right there in the trenches with me. I haven't experienced that with business coaches before.

I already know of at least one person who could also benefit greatly from CMT's business coaching. I've received value far beyond what I've paid for.

How many things can you say that about?

- Travis McLaren, Commercial Renewable Energy Consultant

## **CMT Gave Me the Leverage I Need to Get Funding for My Business...**

I got my business idea from listening to the audio book of "The Inevitable: Understanding the 12 Technological Forces That Will Shape Our Future" by Kevin Kelly. I chose one of those 12 Technological Forces as my business.

I've been working on my written business plan for about 1 month now. To help me secure funding. I want to get a loan from VanCity. They need someone to sign off on my business plan, so I wanted to complete it right away.

I found the Canadian Marketing Team (CMT) through a referral. I wouldn't have trusted them otherwise. A business plan is sensitive and confidential information. It could be altered and used by anyone that has access to it. CMT overcame my initial skepticism. I put my fears aside and chose to trust them. My trust was rewarded.

What I really enjoyed was when we talked over the phone, they understood my personality simply by me reading out some words from my business plan. CMT felt the depth and the passion of what I wrote. They really understand sales and marketing. CMT was excited about my business plan, and they knew exactly what it needed.

The service that I received exceeded my expectations. The turnaround time was very fast. I e-mailed my business plan to CMT, and they sent it back to me two days later with many extensive changes made to it. They transformed my 20 page business plan into 40 pages.

The most important thing is that CMT expanded greatly on the sales and marketing content, which is what VanCity would have the most interest in. VanCity needs to see clearly that they'll have a return on their investment.

CMT gave me the leverage I need to get funding for my business. They also added to other areas of my business plan, too. They gave it a serious overhaul, including adding templates and numbers, and they made items -- such as tables -- easier to read as well. They added to many sections, including the Executive Summary and the Appendix.

I recommend CMT based on my experience with them so far. I'm confident that they have my back in case further revisions are required before my business plan will help me get funding. If you need any help with your business plan, CMT is the solution you're looking for.

- Boris Maganic, Founder of 360Pros



## What Our Clients Say



CMT Gave Me the Leverage I Need to Get Funding for My Business...

I found the Canadian Marketing Team (CMT) through a referral. I wouldn't have trusted them otherwise. A business plan is sensitive and confidential information. It could be altered and used by anyone that has access to it. CMT overcame my initial skepticism. I put my fears aside and chose to trust them. My trust was rewarded.

The most important thing is that CMT expanded greatly on the sales and marketing content, which is what the bank would have the most interest in. The bank needs to see clearly that they'll have a return on their investment.



Boris Maganic  
Founder of 360Pros

### The Bank Gave Me Money! Thank You, CMT...

I'm providing this Testimonial as an update to my original one.

I found the Canadian Marketing Team (CMT) through a referral. I wouldn't have trusted them otherwise. The service that I received exceeded my expectations. The turnaround time was very fast. CMT transformed my 20 page business plan into 40 pages, and they provided exceptional ongoing support.

The most important thing is that CMT greatly expanded the sales and marketing content, which is what the bank is most interested in. I had to make some additional revisions, and the investor took a risk and transferred money into my business bank account. We celebrated with sushi.

CMT gave me the leverage I needed to get the initial funding for my business. I recommend CMT. You'll get honest service with them. They're open-minded and flexible while having a single-minded focus.

Thanks to CMT, I got my business funding! I got a 100% -- and higher -- return on my marketing dollars spent.

- Boris Maganic, Founder of 360Pros



## Less Filler, More Substance. That's the CMT Way...

The event host invited me to build out my digital marketing agency and network with other sustainable, local businesses in the industry. Odin Xavier of the Canadian Marketing Team (CMT) was the first speaker. I had low or no expectations going in. I wasn't sure what to expect, but I was pleasantly surprised.

While Odin spoke about the thirteen gaps that businesses have, I noticed three gaps in my own business: lack of marketing message, lack of Testimonials and case studies, and lack of marketing systems. Odin's experience and knowledge shined through in thirty minutes or less. He provided real tools that I can use right away.

I've worked with business coaches before. I enjoy and appreciate their knowledge, systems, and expertise. However, I found that they could have provided more actionable depth and advice. They needed to provide less filler and more substance.

Odin provided a lot to work with in such a short time. I'm intrigued by his approach to marketing, and I want to learn more from him. I recommend that you learn what you can from Odin, too. You can start simply by asking him about his marketing piece template.

- Daniel Moscovitch,





## What Our Clients Say



### The Best Marketing Plan Hands Down!

The sales & marketing plan that Odin provided my client and was hands down the best one I've seen in the over 20 years I've been working in the marketing industry. Just recently with the foundations that the plan provided us we've had our best month ever! Worth every penny, in fact our return could be considered infinite now.



Tessa Ashford  
Director of Marketing

## Examples of how Odin's Sales & Marketing Plan Helped me.

When I first started with Odin, I was mesmerized by the marketing plan and all that can go into the plan. I like how it delivers super, super detailed clarity on who my target audience is, what their pain, fear, frustrations points were, and exactly how to communicate and educate them. AND THAT WAS STEP ONE (1) and I thought, even at that I was happy with what we produce as it gave me a true plan. It's not just a marketing plan, it's a system to continually work on your business in all areas, to have a well-rounded business. That's certainly the first big successes of us working together, to achieve that kind of depth and clarity on a marketing plan. As we've progressed through working together, it goes into another level as far as looking at the specific challenges that I have in my business, my areas of opportunity and identifying what I need to work on to see my goals achieved.

Step two is really diving into what has to change for business owners, like me, to become successful, actually achieving some goals that are on our plate. It's really easy to get frustrated if goals are not being achieved. Odin can see from an outside perspective, he can step back from your business and see that you need help in X, Y, Z and actually help you, focus on that and put energy into it. He's got a way to help you dedicate time to your business so that you can improve those areas being worked on.

I think is the next generation of creating a lot of these processes and things that make life easier. So once you've got kind of these hurdles out of the way, you can start to plan ahead and look at the business and how it's going to have to be to scale up in an efficient way. And to do it in the best way possible to get you out of your business instead of working in your business.

Tessa Ashford





**Should have hired you 8 years ago**

Odin is very passionate about teaching about the value of a great Marketing and Business plan. After my having a coaching session with Odin, I was impressed, my exact words were, "I should have hired you 8 years ago when I had started my business." Without hesitation I would recommend Odin to any business person looking to shift their business into a new direction.

Maureen Coroloic



**Better Life Now  
Hypnotherapy**

Surrey BC •  
Therapists

"I am grateful for all the marketing ideas and assistance I have received from Odin Zavier. He is a creative person who offers concrete ways to succeed and leads through humour and integrity. I look forward to continuing to work with Odin, Best to him and his team."



**Tap Into Genius**

Burnaby BC • Product Design  
Services

"Odin has great ideas for marketing and thus business growth. He not only shares the idea, shows you how to implement and then you can go do it yourself! Odin is great to work with to build your business."



**Stay Organized  
Professional Organizing  
Solutions**

Langley BC •  
Business Services

"The level of coaching is impressive. They can really help you to make a difference in your business."



**Angelic Teapot**  
White Rock BC  
Cards, Promotional Products  
and Gifts

"Odin, from The Canadian Marketing Team, is truly passionate about Marketing and Business planning!"



**Focused Networking Ltd**  
Coquitlam BC •  
Consultants

"I have known Odin for at least 10 years and many years ago worked along side of him He is a very talented person and excellent at sales and marketing. Odin has a wealth of information and offers extremely informative and valuable boot camps I encourage you to participate and experience Odin's knowledge and information that will be passed down to you . "



**Maple Leaf Property Management**  
West Vancouver BC • Moving  
and Storage

"Odin is one of the nicest people I have had pleasure of knowing and working with. he will get the work done in time and professionally. If you want great results for your business, you must talk to him. Thanks Odin for all your hard work "



**Bosecke & Associates**  
Edmonton AB •  
• Attorneys/lawyers

"Odin retained our firm numerous times to assist in his legal work. We found Odin to be organized, knowledgeable and pleasant to work with and understand that he carries those same attributes forward to his business dealings. "



**Vancouver Martial Arts**  
Vancouver BC •  
and Fitness, Gyms • Exercise

"\*\* I have known Odin for more than 10 years! He will do his best to improve your results!"



**Wanda March**

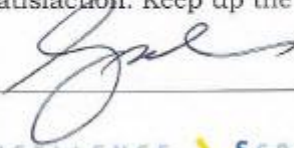
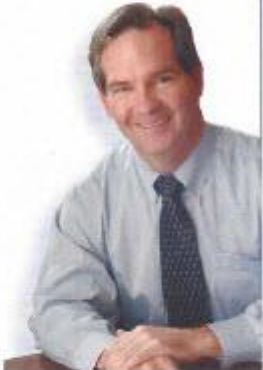
Taking your cold calls and turning them into warm appointments since 2008.

February 14, 2018, Wanda worked with Odin but at different companies

Odin, it is so great to connect with you again. I remember when we met over 10 years ago; you introduced me to how business coaching could help me build and grow my business. I learned so much from you that I have had a successful and profitable business ever since I worked with you. I have grown my business to the point I needed help and have taken on five additional marketers' that helped me grow my business even more. Before we met I had a very up and down income from my business. NO MORE! Wow...I would say if anyone wants to grow their business, have someone that will help guide and direct them to success, you are that person. Thanks again Odin for the wonderful tools you taught me.

**BEST *in* BC**

Thank you for continuing to be a great example of the client experience on an everyday basis. You are making a difference by getting to know our clients, providing advice and solutions around products and everyday banking needs, making sure they are well taken care of and all their questions are answered, and proactively logging client concerns and following up to ensure they've been resolved to their satisfaction. Keep up the great work.

BEHAVIOURS > EXCELLENCE > SERVICE > TEAMWORK



**Trina Wray Waller** reviewed Canadian Marketing Team — 5★ ...

I attended the Create a Winning Marketing Plan event yesterday; it was my first encounter with this company and I was expecting the event to be similar to other "free" events where you don't actually learn how to do things yourself, you're just being sold a service. I was very pleasantly surprised that instead, Odin gave the room ACTIONABLE steps that you can take and implement immediately. HIGHLY recommend attending any event this company puts on.



**Laara WilliamSen** reviewed Canadian Marketing Team — 5★



This is the best Marketing team I have ever seen. The support is amazing. Thanks to Odin Zavier for all he is doing for everyone! Sincerely, Laara WilliamSen



**Paula Helga Born** reviewed Canadian Marketing Team — 5★



Just attended Marketing Bootcamp...honestly most informative 3 hours I've spent focusing on my business. My brain is on fire now and I cannot wait to start implementing all this new and useful info! Thank you!



**Sunil Khatri**  
Meshroad Marketing  
★ Highly Recommended

VERIFIED

*"Odin is an amazing guy with a thorough understanding of Sales & Marketing processes and details. If you are struggling to launch your business, consult him. "*



**Sorin Dobrescu**  
Solutions,  
Partnerships, Real  
Estate

*"I have worked with Odin for a while and I am impressed by his knowledge, energy and level of commitment. He genuinely wants to help people succeed and this is a very rare quality in today's world. "*



**David Monteith**  
David Monteith -  
Mortgage Broker  
★ Highly Recommended

*"I have worked with Odin, and his results speak for themselves. I realized huge ROI on my coaching from him. "*



**Joe McGovern**  
CF Projects Inc.

*"Odin is very knowledgeable and hard working marketer."*



**Kuljeet Bains**  recommends Canadian Marketing Team.

I have worked with Odin and the Canadian Marketing Team for about a year and have gained invaluable experience in social media marketing, business development and lead generation. I have no hesitations in recommending the Canadian Marketing Team to give your small business a fresh set of eyes to improve and enhance your business ventures. Odin is professional, courteous, will identify your business needs and come up with budget conscious solutions.

Kuljeet Bains  
Legacy Real Estate Group



**Shannon Staples, ACC,**  
**CWHC**  
Vitality Coach | Holistic  
Health & Wellness  
Coaching | Lifestyle Coach  
| Personal Development |  
Energy Healing

I have the utmost gratitude and appreciation for Odin and for the opportunity to be one of his clients. He is extremely knowledgeable and his perspective has been very helpful in getting me focused on the right things at the right time. He has brought clarity, systems, and great ideas into my business and it's definitely paying off. Perhaps most importantly, I love how genuine Odin is. He really does want his clients to succeed. He has a big heart and generous spirit. I can't recommend him highly enough.

## What Our Clients Say



**I'm implementing the ideas and am getting results!**

I knew I needed to do something a bit different, to push my boundaries; to reach a new business plateau.

I was surprised at the generosity of real actionable information. It was refreshing and exactly what I needed.



James Chung  
Real Estate Property Manager

## What Our Clients Say

If you aren't working with Odin yet as a business and marketing coach, you should.

I quadrupled my income in one year with his help.

Tessa Ashford -  
Director Of Marketing



Odin is absolutely amazing at what he does. He is a power house of information, business processes, sales and marketing. Odin has and is helping me grow my business in areas I would have missed. I am excited growing my business with Odin, he takes helping me build my business and is so self-less. Florence Adediran



Would you recommend Odin Xavier

Absolutely! In fact, I would almost require some of my clients work with him in some cases, because my clients often need extra help, support, templates & systems like I needed. They need the organization they need the clarity and I do think that I work better with clients who have a coach. So, it is a natural fit to say, if you don't have that under control in your business, here's someone who can help you get there. It's easier for me to do my work when a client knows how to make great strategic Sales & Marketing Decisions and that they can jump the upcoming business hurdles like a pro, and he does that. He helps people to get past their own barriers with better plans, processes and templates.

T.A.



**Adeola Oladimeji**  
Ascendi Capital Inc.

*"Odin is simply the best Marketing Coach I think is out there. He is all about helping his clients to succeed."*



**Abby Chow**  
Venturous  
Counselling &  
Wellness

*"Odin is a person first, marketer second. Don't get me wrong, his marketing skills are great; but what really knocks it out of the park is his genuineness and energy when he connects with people. You can tell he really cares about helping people get off the ground. "*



**Erin Scarlett**  
The Fountainhead  
Network Coworking  
and Media Space  
★ Highly Recommended

*"Just got off my first phone call with Odin and I am blown away by his selfless approach. He genuinely cares and wants to help. I'm looking forward to building our relationship because even after my first phone call, I left spinning with ideas and acquired new resources that he generously shared with me. "*



**Katharine Grace**  
Tranquil Touch  
Services

*"He is constantly informed of current trends and can adapt easily "*



**Gail Vasquez**  
Pacific Sotheby's  
Intn'l Realty

*"Need a Marketing Team in BC.....This is the one! "*



## What Our Clients Say



Odin's coaching abilities are second to none! Week after week, for the past 17 months, I've witnessed Odin methodically transforming Entrepreneurs' marketing roadblocks into highways to financial freedom. I would highly recommend Odin for anyone ready to take their business to the next level.



Shawn R.  
Why Wait LLC

## What Our Clients Say

"Odin is the Real Deal.

As a Real Estate Investor he has an arsenal of information and experience that makes him an ideal Joint Venture Partner, Mentor or Coach.

As a Marketer, Odin is insightful, creative and forward thinking.

I am very grateful for his wise counsel over the years we have worked together."

Ron Smith -  
Real Estate Investor



## What Our Clients Say



I needed discipline and the right track to be on for my business. I looked for who could provide useful and life-changing direction for my business.

Odin is guiding me on selecting my ideal target market. This laser focus makes sure that I will maximize my productivity and reach my goals that much sooner.



Sushma Bajaj  
Life and Health Insurance Advisor

## What Our Clients Say



I meet a lot of people who SAY they don't quit, but in most cases, it's talk; Odin, on the other hand, is a man of DOING and does what he says he's going to do and doesn't quit until he's figured it out. It's my pleasure to work with you, Odin!



Greg Shouldon  
Founder at Metal Merger Corp (MMC)

## What Our Clients Say



I found the Audit to be very detailed and intense. During the Audit, Odin explained that I need to have a S.Y.S.T.E.M. for sales and marketing. Odin also helped me come up with one crystal clear goal. This goal aids me in blocking out distractions and focusing obsessively on obtaining it.



Peter Bohme  
Clinical Hypnotherapist

## What Our Clients Say



I am happy to recommend Odin Zavier as an expert Marketing Specialist. He truly has the gift of insight. Within a short time he defined what the best market area is for my business. Then he came up with some fabulous marketing ideas and now he is coaching me to succeed in my business. His focus and enthusiasm are intense and these qualities are matched by his compassion and acceptance. Odin Zavier is a true genius in Marketing and I am so very fortunate to be associated with him. Believe me when I say, Odin Zavier has your back!



Laara WilliamSen  
INTERNATIONAL PROFESSIONAL PAINTER

## What Our Clients Say



Odin, it is so great to connect with you again. I remember when we met over 10 years ago; you introduced me to how business coaching could help me build and grow my business. I learned so much from you that I have had a successful and profitable business ever since I worked with you. I have grown my business to the point I needed help and have taken on five additional marketers' that helped me grow my business even more. Before we met I had a very up and down income from my business. NO MORE! Wow...I would say if anyone wants to grow their business, have someone that will help guide and direct them to success, you are that person. Thanks again Odin for the wonderful tools you taught me.



Wanda March  
President, Phonetalk B2B

## What Our Clients Say



I am happy to have the opportunity to recommend Odin Zavier. We have been working together for about six months and I have nothing but admiration and envy with his depth of knowledge in his craft, his degree of organization and above all his dedication to the success of his client. He is persistent and provoking on the topic of accountability and getting the work done. If you want a marketing coach to make you make things happen, he is the Guy.



Robert L. Skinner  
RAYL Innovations Consultant

## What Our Clients Say



Being a client of Odin, I am amazed at how his brain works. He is able to see outside the box and discover opportunities you could never have thought of. I am so glad he is able to work with me to promote my business.



Gurjeet Minhas  
Registered Nurse & University Prof.  
Joyous Childbirth Prenatal

## What Our Clients Say



I have the utmost gratitude and appreciation for Odin and for the opportunity to be one of his clients. He is extremely knowledgeable and his perspective has been very helpful in getting me focused on the right things at the right time. He has brought clarity, systems, and great ideas into my business and it's definitely paying off. Perhaps most importantly, I love how genuine Odin is. He really does want his clients to succeed. He has a big heart and generous spirit. I can't recommend him highly enough.



Shannon Staples, ACC, CWHC  
High Vitality Liife Coaching

## What Our Clients Say



I was on an online meeting with Odin and he sent me useful info on how to strengthen my LinkedIn profile. Will try out those strategies and I'm sure it will help me connect with more business online. Thanks



Greg Chin  
Legal Support & Risk Management

## What Our Clients Say



It was great, easy, articulate, easy to understand with eye openers.

Time Flew by due to Jam value Pack info.



Nathan Wong  
YVR Start-ups

## What Our Clients Say



I attended the Create a Winning Marketing Plan event; it was my first encounter with this company and I was expecting the event to be similar to other "free" events where you don't actually learn how to do things yourself, you're just being sold a service. I was very pleasantly surprised that instead, they gave the room ACTIONABLE steps that you can take and implement immediately. HIGHLY recommend attending any event this company puts on.



Trina Waller

TW Intuitive Office Solutions

## What Our Clients Say



This Business offers an easy to understand concrete advice on Sales & Marketing. It's willing to go the extra mile to coach individuals not very experiences in Sales and Marketing.

Yuri  
Maker Engine

## What Our Clients Say



He is a sought-after business coach who turns a struggling business into a successful one. He is a very invested professional with a great capacity for strategic planning. I have seen time and time again how Odin was able to totally transform and digitize local businesses that were on the verge of collapse. Either by creating new business models and automating their internal systems or by diversifying their portfolio by adding new Revenue-generating activities.



Otis ECHADDINI  
Senior Media Buyer

## What Our Clients Say



### **For Nine Years I Loan Wolfed my Business...What a mistake.**

I'd plateaued in my business after 9 years. They created the Marketing Plan from only being with me for 2 hr and then we followed it like an easy to implement "to do" list weekly.

The best parts are the weekly training videos that help me get on track with what I need to do that week. So when I get together with Odin I get the best of him and we are working on implementing the strategies & tactics. The Video's have helped me in Putting the marketing together and understanding the whole sales Funnel and generating leads, the process really builds on itself. That's, that's what's been very helpful for me.

Working with the Canadian Marketing Team & Odin has helped me reorganize and put a new fresh look at my business sales & marketing. We've accomplished a lot and sales have increased.

Marketing is not just something you do and hope for the best, it's an annual long term process that certainly jump-started my flatline. It's not a sprint; it's a marathon and Odin's fun to run with.



Phil Flatland  
Flatland Equipment



## What Our Clients Say



### **His method is simple, fast and effective!**

I'm truly glad to have Odin as my business coach. When I first met him, I didn't have any business knowledge at all. I only had a fear of rolling my business forward. But Odin is the one who took my fear away and builds my confidence. He guides me strategically in rolling my business out. His method is simple, fast and effective!



Mayumi Kanda  
Wellness Coach

## What Our Clients Say



### **You need to charge more.**

I've spent thousands of dollars for training, sales and marketing support and hands down Odin Xavier of the Canadian Marketing Team provided incredible value. I've received more value from a few simple events than many other lead generation tools I've used. You need to charge more, I've received much less from other providers, and you provide real value and consistency.



Thelma Gill  
Realtor

## What Our Clients Say



When it comes to presentations, call the Sales and Marketing Expert. Whenever I need a second pair of eyes to see the flow of my presentation I call Odin. His insight and approach always help me streamline the points I want to make. He always suggests many great sales approaches such as soft closes throughout the presentation combined with lots of actual value. My intentions are to share information which educates and engages audiences and Odin shares insights and inspires me about the process. Call Odin when you need a Sales and Marketing presentation brainstorming session...It'll be fantastic and refreshing every time!



Gord Lemon  
Real Estate Training Club

## What Our Clients Say



I was very pleased with the valuable marketing insights and motivation I received from The Canadian Marketing Team, along with the online resources I had access to. I will definitely be working more with The Canadian Marketing Team in the future as my business continues to grow. Thanks a lot!



Danny Gascho  
Singer Songwriter, Music Coach

## What Our Clients Say



Excellent marketing advice and recommendations.  
Great to work with, friendly and professional.



Andrew P.  
Hallmark Flooring White Rock

## What Our Clients Say



Odin goes beyond the marketing expectations in any field that we request his support, he made me see the marketing world totally different and learn from a new way to promote a business. I would highly recommend him as a marketing coach.



Yahara Munoz  
Licensed Strata Manager

## What Our Clients Say



Odin is a high level thinker and strategist that I learn something new from every time we speak. His insights and awareness are top notch and his constant drive for personal growth benefits all of those that are lucky enough to be surrounded by him. He gives and gives and does not hold back. A true student of the game and someone I am happy to be able to share ideas with regularly.

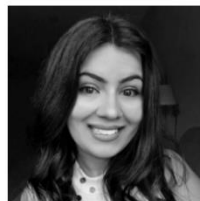


Michael Corradini  
Product Mentor, Inventors & Entrepreneurs Keynote

## What Our Clients Say



Odin is a motivated, forward-thinking, and intelligent sales & marketing strategist who has lots of knowledge in his field. He is very thorough in everything he does and can be depended upon to get the job done. Odin is highly enthusiastic about his infectious work. He is ready to deal with difficult situations and solve problems on time. He always takes care of the job. Odin always maintains excellent relations with co-workers and clients. Worth recommending.



Sara Boufatma  
UX/UI Professional

## What Our Clients Say



As an early stage venture we needed to understand the Marketing and Branding ecosystem quickly and efficiently. Odin was instrumental at explaining the marketing pipeline and effective branding strategies. He is precise, articulate and no doubt an expert in his field. We look forward to a continued relationship with Odin.



Samuel Melamed  
Technology Leader, Venture Builder

## What Our Clients Say



Speaking with Odin Zavier helped clarify that I do have a viable business. I am more certain of my ideas than ever before. I now have more confidence in my ability to execute my ideas and make them happen.

Odin is accountable and generous. His service can add extreme value to your business.



Richard Paré  
Acquisitions Manager

## What Our Clients Say



As a direct result of meeting with Odin, we have more confidence now in our business, and we see it as having a greater value than we previously thought. That alone is priceless.

My advice to you is that any time with Odin Zavier is time well spent. Prepare to be amazed at what he can do for your business.



Eneli Kibin, Real Estate Investor  
Esthome Properties Inc.

## What Our Clients Say



### I've Received Value Far Beyond What I've Paid For...

Odin is very relatable. We have lots of common ground. We have a lot of fun as we keep getting great results. I find that the decades of marketing experience my coach is very helpful to tap into.

What's unique about CMT? They're right there in the trenches with me. I haven't experienced that with business coaches before.



Travis M  
Commercial Renewable Energy Consultant

## What Our Clients Say



I have worked with the Canadian marketing team for about 5 years. They deliver top notch value, and has helped my professional development and my entrepreneurial journey tremendously.

Example: Got my offline business to completely online, digitalized in 6 months.



Valor Luo  
Valor Project Management

## What Our Clients Say



I am very thankful to Odin and the Canadian Marketing Team for the educational workshop, personal coaching sessions, and one on one support in helping me build critical foundations for my small business.

I am very impressed with how much time Odin invested in putting together a highly detailed action planner and all of the suggested methods for strengthening my business model. Incredible value.

Thank you.

Kevin Morningstar  
Financial adviser

## What Our Clients Say



As an immediate result of attending, I connected to clients and referral partners. I enjoyed Odin's sincere commitment to serve the participants and help them get the results they want.

I learned the importance of having:  
a Unique Selling Proposition  
an organized and focused database  
Real, Quality Testimonials

There is a sincere need for this marketing coaching. Thank you, Odin, for your time and heart. I look forward to the next group sessions.

Zoey Wren  
Healer-preneurs' Coach  
[www.ZoeyWren.com](http://www.ZoeyWren.com)

## What Our Clients Say



It's soooooo good!!!!  
10000 x better than  
my last one!

I am so impressed by the website that Odin and Valor have made for my beauty business.

The classes that I have been attending weekly have given me so many different ideas to growing my business in such a competitive market.

This company empowers individuals with marketing tools in order to reach their business goals.

This is a brand new world for me and they are extremely patient. I would highly recommend Canadian Marketing Team to anyone who wants to reach their business goals.

Marcia de Costa

## What Our Clients Say



I wanted to take a moment to express my sincerest gratitude for your ongoing support and partnership. Throughout the year, you have consistently been an invaluable asset to me as a freelancer, and I truly appreciate all that you have done. Your patience, willingness to help, and availability have been greatly appreciated and have not gone unnoticed. Your trust in my skills and expertise has allowed me to deliver the highest quality work, and I am grateful for the opportunity to work with you. Words alone cannot express how much I regard you. You are nothing short of amazing and you really inspire me not only to be an efficient worker but a better person. I have silently learnt alot through you. I value our partnership. Here's to successful and productive years ahead! Aaron



## What People are saying about our Bootcamps

- Excellent exposition, clear and knows the subject. Congratulations and thank you so much. C. Amestica
- Great Seminar! Thanks. We will start implementing and will let you know. M. Paeuno
- An engaging speaker... with interesting points! A. Foggin
- Thank you. We are a start-up company that has not yet started marketing. Your presentation was very inspirational. S. Lindsay
- Great presentation, very informative, clear message... S. Roh

VERY informative and motivating. A. Viger – Myers Controls

Enjoyed the presentation A. Cowie

Very informative M. Eidelshities

Lots of information to digest S. Wasserman

Great over view of Marketing for business especially reinforcing strategic systems W. Burge

GREAT! J. Keayes

I liked the depth and relevance of your presentation S. Sanderson

I wanted More time! This team balances one another well! K. Pederson

Good Ideas and help – lots of info to cover in a short time.  
Enjoyed the thoughts of setting up systems. S. Caldwell

Thank You! Full of information & Knowledge I found W. Li

Great info and people are called out and challenged, I love it! Derek Burbidge

Very informative and structured Olivia Hipol

I liked Odin's energy. Very Educational and interested in Marketing more than ever. Grace Luzande

Very Structured and Organized. Great Group of people. Cherie Dame

# CONCLUSION

## **If You're Looking for Ways to Increase Your Market Share... LOOK NO FURTHER.**

The landscape of business has changed over the last 5 - 20 years. Just being aggressive doesn't cut it anymore. Sales skills alone aren't enough. You've got to distinguish your business from the pack and lead prospects to say, 'I would have to be an absolute fool to do business with anyone else but you'... regardless of price.

### **Secret #1: The First Rule of Marketing... Have Something Good to Say.**

Learn how to innovate your business so that you give customers exactly what they want, all the time. Stay ahead of the competition through innovation by determining your customers' value hierarchy with easy-to-use surveys. Build a case for your business just like an attorney would. Create evidence for your case, and then integrate risk-lowering strategies.

### **Secret #2: The Second Rule of Marketing... Say It Well.**

Your message should separate you from your competitors. Learn the 9 evaluations that challenge you to quantify and be specific. If your ad doesn't pass these tests, it won't make you any money. Learn how to articulate your message so well that it leads your customers to say, '*I would have to be an absolute fool to do business with anyone else but you.*'

### **Secret #3: The Third Rule of Marketing... Say It Often.**

Learn how to cultivate your prospects so that when they are ready to buy, you are the only logical choice. Create a marketing system that allows you to control the growth of your business like a faucet.

It's critical to your business that you learn all the skills to win in today's competitive marketplace... because you're either the steamroller, or part of the pavement.

Our **Canadian Marketing Team** (CMT) program teaches you how to Beat Your Competition into A Demoralized Quivering Pulp.

Make sure to hire us before they do!

The Canadian Marketing Team

#### **Corporate Contact**

**Odin Zavier**

**T. 778-840-3687**

[E. odin@canadianmarketingteam.com](mailto:E.odin@canadianmarketingteam.com)

[www.canadianmarketingteam.com](http://www.canadianmarketingteam.com)