

COVER STORY

# As some doors close, “windows” open

Continued from Page 2

An initiative of the Canadian Radio-television and Telecommunications Commission (CRTC), the purpose is to “reduce the number of unwanted telemarketing calls and faxes Canadians receive.”

To be part of the DNCL, residents must register their home phone, cellular and/or fax numbers by going online ([www.LNNTTE\\_DNCL.gc.ca](http://www.LNNTTE_DNCL.gc.ca)) or by calling 1-866-580-3625. The listing requires a renewal of registration every three years. Thirty-one days after registration, most telemarketers are forbidden to call.

There are exemptions. Registered charities seeking donations, newspapers selling subscriptions, political parties and their candidates, and companies with a recent pre-existing rela-

tionship, may continue to call. These callers, however, are required to build their own DNCL for people who request it and must comply within 31 days of notice.

The CRTC also outlines additional stringent rules that must be followed by telemarketers who continue to employ this sales strategy.

In another part of Ottawa, the Office of the Privacy Commission of Canada slammed the door on sharing private information without permission. While the Internet was once a boon of information for energetic marketers, and mailing lists were commonly sold to the highest bidder, the Personal Information Protection and Electronic Documents Act (PIPEDA), a 2000 act updated in March 2006, put a damper on the exchange.

But as these doors close, “windows” open.

When Ken Gilmer, Barrie’s new branch manager of the staffing agency Manpower, was brought in two years ago, he had a mandate to get the company name out into the community.

Because many people he spoke to mistook the independent international employment giant for an arm of the government, he knew public education was important to growing the local 30-year-old branch.

“I tried to get out and knock on doors and basically did a lot of cold calls,” he recalls of the year-long struggle to get connected. “It was not very rewarding. My success rate (hampered by many competing agencies in town), was about one in 50.”

One prospective client he did get a chance to chat to, liked his suggestion that they could become referral partners.

“I was trying to present a value proposition,” says Gilmer. “He said, ‘wow, that’s exactly like the group I belong to – you might be interested in it.’”

He visited the referral networking group BNI and quickly joined.

“I thought it was fantastic,” he says. “I don’t have to cold call – I’m having breakfast with them every week.”

Although it’s taken a period of adjustment while he introduced himself to the other 25 members and developed trusting relationships, he now gets warm referrals (meaning the third party has agreed to take his call and is interested in the possibility of doing business with him) which results in about one new client every month.

MAKING / Page 4



## FOR LEASE

Barrie South Power Centre

Commerce Park Drive

- Now available 2,044 up to 50,000 square feet
- Ample parking
- Drive-in and dock level doors
- Ceiling height 23’ +
- Free mezzanine
- New building/ New construction
- Easy access to Hwy 400

**New Five Lane Access Commerce Park Drive to Veterans Drive**

*Now Open!*



**705-737-4463**  
**1-866-270-3409**  
 41 Commerce Park Drive  
 Barrie

