



Jeanne Legare packs away her knife set which has earned her thousands of dollars and a top job with an Ontario marketing company, Vector Canada. Jeanne, 17, recently competed in a company selling blitz which she won, selling more of the product (knives) than the company's other full-time staff. For being the top seller, this high school student earned the position of Assistant Manager in Vector's Guelph office for the summer. (Herald photo)

Young entrepreneur sharpening her business skills

By LISA BOONSTOPPEL-POT
The Herald

She sharpened her skills until she was on the cutting edge of competition and with steely determination, she sliced her way to the top.

She is 17-year-old Jeanne Legare of Georgetown, a high school student who became the assistant manager of a marketing office in Guelph for selling more knives than her full-time co-workers.

It all began in January of this year when Jeanne, a student at George P. Vanier french immersion high school in Hamilton, decided to get a part-time job.

Given her full schedule of school and recreational activities, she looked for a job that could give her flexible hours and stumbled across Vector Marketing Canada Ltd. - a company selling knives - never realizing the job could earn her thousands of dollars and a possible full-time career.

Her job entails phoning up potential customers, talking about the product and arranging a time when she can meet them to give a demonstration of the knives. At first, because she is only 17, company officials didn't know how effective she would be. But Jeanne proved her worth by selling \$13,000 worth of knives in the first 10 days she was hired.

As Jeanne's sales increased, so did the percentage of money she earned from each sale. She now takes home 50 per cent of her sales and her earnings have been so good, she just bought herself a new car.

Recently, the company held a competition for its employees to see who could sell the most. Jeanne won, selling over \$10,000 worth of the product and to reward her, the company offered her the job of assistant manager in the Vector Manufacturing Guelph Office for the summer.

It's a high-pressure job for a young woman but Jeanne says with her experience so far, she

can handle it.

"I used to be nervous about selling to strangers and speaking in public, but now, I get up in front of hundreds of people and give motivation talks to encourage people how to sell," she said. "I get really crazy but I love it."

This summer, Jeanne plans to sell \$150,000 worth of knives, the profits of which she'll use to pay

her way through medical school.

She plans to save more money by taking a year off after she graduates from high school in June to work with the firm. Then, she plans to enroll in McGill University's medical program.

Vector Marketing Canada personnel say "Jeanne has proven herself to be an over-achiever and we wish her the best in her future accomplishments."

Proud Canadians

This Canada Day many are saying it's not worth celebrating this year because of the problems we are having with the national unity debate. Doug and Dianne Penrice, Sales Representatives at NRS Brand Realty decided to do something about it.

Every 3 months they deliver a newsletter to over 300 clients and this time they have included a small Canadian flag, in addition in their neighborhood they have distributed 200 flags to

householders included with a flyer. The flyer stresses the positive things about living in Canada and encourages their neighbors and friends to "Wave the Flag" for Canada.

"If we all took the time to look positively about Canada there wouldn't be any debate about being Canadian," Mr. Penrice said. He also went on to say, "This is one way in which we felt that we could help celebrate Canada Day in Halton Hills."

Small business course

Have you always wanted to run your own business? The Georgetown Library is offering a four-night course called "Starting a Small Business." Mr. Ian Donnelly of Bridan Management Consultants will be presenting this seminar, on how to plan, finance and organize a small business. Informative guest speakers and handout material will be included in your \$50 registration fee. This course will run on consecutive Wednesdays at the Georgetown Library, Sept. 4, 11, 18, and 25, from 7-9 p.m. Please register early at the Georgetown or Acton Library, as space is limited. For more information call 873-2681.

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