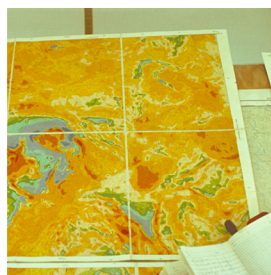


# WHAT DOES BUSINESS PROSPECTING HAVE TO DO WITH MINING?

## How It All Started:



### The Early Years

As a four year old I went on a long walk through my neighborhood without telling my parents. At that time the world was simpler, kids spent the entire day outdoors playing, only coming home for meals. My adventure extended to crossing a bridge over a major river. My little legs took me part way before the police caught up with me. It was fun sitting in the back seat munching on the lollipop the officer gave me. I don't remember getting scolded and still think of the event as a great adventure.

Like most children I loved collecting rocks, for me it was a bit different because I liked to find and collect fossils and minerals in the field. The rock bug continued with me into university where I got my degree in geophysics. At last I got paid to be an explorer when was I hired as a mineral exploration geophysicist as a summer student with a mining company. We traveled by bush plane and helicopters prospecting for copper, lead and zinc. My job operating instruments in the search for a mine. It was both exciting, tedious and hard work.

***“At last I got paid to be an explorer when I was hired as a mineral exploration geophysicist...”***

### A Transition

From veteran geophysicists I learned that mineral exploration is a relentless pursuit of targets that usually turn out to be duds. To enjoy and stay in the business you have to be able to put up with routine work that usually has no evidence of success.

Though I loved the science of mineral exploration and the thrill of travelling in the arctic tundra and forests of Labrador, I didn't like the long hours of working in isolation, getting swarmed by black flies or my life threatened by roughnecks.

Joining a mineral exploration instrumentation manufacturing company helped me to make the transition from mineral to business prospecting. One of my jobs was to gather intelligence about competitors, something I was good at. With the market slumping in the mining industry I found a job in the computer industry selling corporate computer systems. My peers were very good at presenting and closing, but didn't have to prospect because many were serving in accounts already served by my employer, Hewlett Packard. Other colleagues had the advantage of selling into traditional markets. I was digging into markets that were predominately IBM territory, our arch rival. However, I enjoyed and succeeded in the challenge. My performance wasn't spectacular because I had to present and close, my greatest weakness.



## Lesson Learned

One of my favorite prospecting memories I call the "4:34 PM story", an experience I had several decades ago. Working for a metal supply company that specializes in selling metal to maintenance operations where they need almost any kind of metal, in a small quantity and fast, because a machine or vehicle is broken and production is down or reduced. The service matters, not the price. The average order was \$150, and the average client buys \$1500 per year. My job was to find new clients. My sales method was cold calling by phone. It was 4:34 PM when I had reached my 31st call. My results were not good that day so at call 30 I wanted to pack it in! But I thought, one more call. The company next on my list was to contact someone I had tried a few times without success, likely because they work on the shop floor all day.

This time I reached the fellow. He was very interested in the service so I gave him the contact information to the nearest store. Following up with the store a day later I found out that person placed a \$200 order. Following up again a couple of days later he bought \$600 worth of metal. It was a year later that I thought of him and wanted to find out how much he bought over the last 12 months- \$120,000!

That one last call was worth it!



***My results were not good that day so at call 30 I wanted to pack it in! But I thought, one more call...*** ”

## A Career In Business Prospecting

As I worked my way into other sales careers I discovered and was told I had a knack to find prospects, I am a hunter. Eight years ago I got a referral to a client I serve today, Advanta Design. I got the referral because the person who gave me the referral liked my professional, easy going but persistent prospecting manner. Year by year I got more referrals until I have created Resolve Business Development where I serve five clients and have two associates with their own clients.

Whenever someone asks me what is my career I tell them I am a business prospector doing the job most people don't like doing and usually quit because they can't stand the rejection. The city with all its businesses is my goldmine. If I want to prospect for rocks and minerals, my own mine, I now have the money to take a holiday to go hunt!



\*Bruce is on the far right, standing