

Patti Pokorchak

Small Biz Sales Coach at Small Biz Sales Coach

Toronto, ON, CA

Small Business Sales & Marketing Expert!

Biography

"If a city slicker like me can be a farmer, then you can be anything you want to be -- with some basic business skills that is!"

With an MBA in Marketing and 30+ years high tech sales and marketing in Canada and Europe, my history includes working for companies like IBM, Siemens, Learning Tree International and MAD Computers.

Self employed since 1992, I helped start and run SageData Solutions - the bar code experts - an industrial handheld computer software development company for ten years and in operation still today. Won an innovation award and we grew to 7-figures/

From 2002-2008, I owned and operated Down to Earth Gardens, a hobby farm and garden centre specializing in easy care plants for novice and black thumb gardeners with extensive display gardens, walking paths and friendly animals. It became a destination for urban refugees from Ottawa and E. Ontario.

I started Down to Earth Marketing in 2005, specializing in sales and marketing coaching/consulting to small rural businesses. I had been branded as that 'down to earth' lady and it helped take some of the fear out of marketing for small businesses.

I've now rebranded my company as Small Biz Sales Coach as that is where I find the most need and fastest change: moving people from Sales FEAR to Sales FUN, adding in a sales process and discipline to increase profitable sales rapidly.

Specialties

Sales professional, hunter, pioneer, farmer, sales strategy, marketing strategy, small business sales and marketing, speaking, training, coaching, consulting, brainstorming, business goals, practical strategies and tactics to make money, executive recrui

Availability

Keynote, Panelist, Workshop, Author Appearance

Industry Expertise

Computer Software, IT Services/Consulting, Events Services, Corporate Training, Recruiting, Landscaping, Agriculture and Farming, Management Consulting, Women

Areas of Expertise

Sales and Marketing for Event Planners, Live Life With No Regrets!, Essential Marketing for Small Business

Affiliations

CAPS, Global Speakers Federation, eWomen Network, Ryerson University Alumni Association (Board Director)

Sample Talks

Essential Marketing for Small Business ? Top 10 List

"If I can be a farmer, you can be anything you want to be!" (with some basic business skills that is!).

Based on my experience of starting and running a software development company in Ottawa for ten years, followed by six years of starting a plant nursery and hobby farm from scratch, I use that to highlight what small businesses and entrepreneurs need to do in order to make their business successful AND profitable!

Having worked with little or no marketing budgets, and with the need to stand out in the crowded marketplace, I place a greater emphasis on using your brains rather than your dollars in making your company stand out and get noticed.

I also work from the top down starting with the dreaded "P" word ? planning ? to ensure that you've got the right message to the right market with the right product. Then we drill down to all the details of getting to the tracking sales results. We cover publicity, events, advertising, social media, websites, your elevator pitch, businesses cards and tag lines. It's like a crash course in marketing.

Event Appearances

Selling Smarter

CanSPEP Annual Training Day

Tale of Three Brands

MBA Marketing Class

Education

Schulich School of Business - York University

MBA Marketing

Ryerson University

BBA Business Management

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