



**Johannesburg Chamber of
Commerce and Industry**
Women in Business

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JCCI
Johannesburg Chamber
of Commerce and Industry

THE JCCI *WOMEN IN BUSINESS INITIATIVE* recognizes that across Africa, women are the mainstay of the entrepreneurial sector-elevating and empowering them will benefit their families, communities, and the national economy.



October
**Breast
Cancer**
Awareness MONTH

Cancer Awareness



MONTH OF OCTOBER

Breast Cancer Awareness Month

In honour of Breast Cancer Awareness Month, the Women's Desk has decided to style the October Newsletter in pink.

With 1 in 28 South African women affected by Breast cancer, consistent testing is encouraged. It is suggested that women go for annual testing between the ages of 40 and 70. However, if there is a history of breast cancer in your family, it is advised to get tested five years prior to the age of diagnosis of a close family member.

National Women in Small Business Month

October is National Women's Small Business Month, an initiative aimed at promoting female-led business operations.

This year the spotlight is on female business owners since the impact of COVID-19, caused a dramatic change on workforce and corporate space. This change has particularly affected several women in business aged 25 to 54 who have stepped out of the professional environment and are operating their businesses from home.

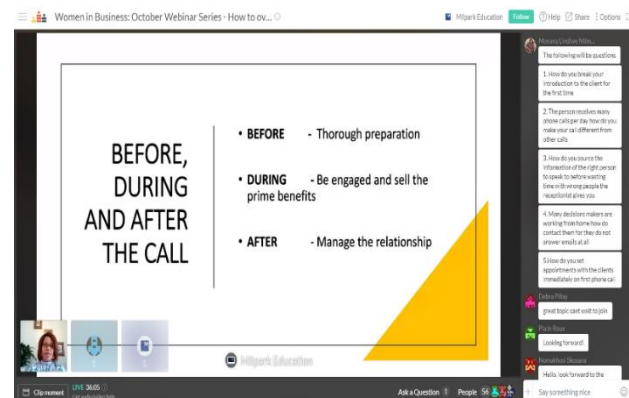
MILPARK EDUCATION SALES AND MARKETING WEBINAR SERIES

JCCI in collaboration with Milpark Education hosted a Sales and Marketing Webinar Series on three consecutive Tuesdays. Our speakers uniquely expanded on different Sales and Marketing concepts, giving us a wide understanding of its importance.

How to overcome fear of prospecting (cold calling) with Lilian Bususu – 13th October 2020.



Lilian opened the webinar by emphasizing the importance of having confidence in yourself and most importantly in the product/service you are selling. She gave attendees a 7-Step guide on how to adapt your approach and vocabulary from cold calling to introduction calling. She stressed the importance of conducting thorough research, planning, and preparing before every call. Through practising and having thorough knowledge of your business, your confidence levels are bound to increase boosting your sales and marketing communication.





Leading sales conversations with Dr Manti Grobler - 20th October 2020.

“Pretend that every single person you meet has a sign around his or her neck that says, “Make me important.” Not only will you succeed in sales, you will succeed in life.”

Mary Kay Ash.

Dr Grobler gave us a different perspective on approaching Sales and Marketing by introducing the importance of listening. Selling is an exchange of value, to master reciprocity in business, you fairly need to be a good listener as a business owner as sales and marketing requires you to know your customer. Thus, listening during each conversation gives you the ability to understand your customer’s needs and tailor your approach to suit their needs.



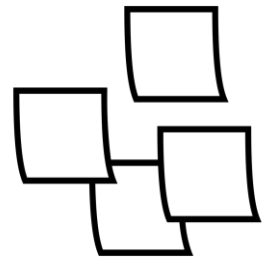
Exercise

Think of a customer

- What are they trying to get done in context of your business?
- What are their frustrations that they experience when they do?
- What would they like to achieve?

Now think of your business

- How does your business (products or services) remove their frustrations and contribute to their achievements?



Networking for success with Rita Motlana - 27th October 2020.

Rita touched on authentic interaction in building trust and connecting with your client, when seeking to close a sale. It then becomes important to invest in relationships and gain credit as you would in a bank account.

Our perspective on sales was challenged and given context in building character and trust with people instead of building only the triple bottom line. Through focusing on building character; credibility and trust one reaches a level of competency and that is when consumers buy in your offering.

The speed of trust diagram

↓ Trust = ↓ Speed ↑ Cost

↑ Trust = ↑ Speed ↓ Cost

PROFILING WOMEN IN BUSINESS

A survey was conducted by SME South Africa, regarding the growth of entrepreneurship among women in the country. Results showed that 47% of South African Small Medium Enterprises are led by women with a potential increase of 6% respectively.

In celebration of women in business and promoting entrepreneurship the desk has featured 3 women entrepreneurs.



Simphiwe Xinwa: Founder and owner of Shumayela Holdings (PTY) LTD

Simphiwe founded her wine brand "True wines" in 2015 under her holding company, Shumayela.

She created her brand with the intention of providing her clients with high quality boutique wines that were not readily available.

Indeed, sheer versatility as she also stars on a talk show providing solutions to everyday life through the word of God.



For More info contact Xinwa at:

- Facebook: @simphiwe
- Twitter: @simthegraced
- Email: simphiwe@truevines.co.za



Gugulethu Mthethwa: founder of Ukhozigazi Projects Civil Engineering

Gugu has over 13 years of experience in the engineering industry, mainly the private sector, working in both middle and Senior Management positions. She recently got nominated to serve as a Deputy Secretary for the Gauteng SABTACO interim committee.

She has a strong passion to assist girls from small villages who have big dreams and limited resources, just like her when she was growing up. She strongly believes that women are better when they stand together and up-lift one another, rather than competing against each other.



For more info contact Gugu at:

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- ✚ **Website:** www.Ukhozigroup.co.za



Prea Moodley: Founder of NEXXT Health

A BPharm, MBA graduate, Prea is a seasoned pharmacist, creative entrepreneur, cosmetics researcher and developer, and a business facilitator.

Prea owns the cosmetics brand Skin Lyrics and is equally passionate about health particularly related to women. She enjoys outdoors and hopes to make her mark in her industry of choice.

For more info contact Prea at:

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Upcoming events

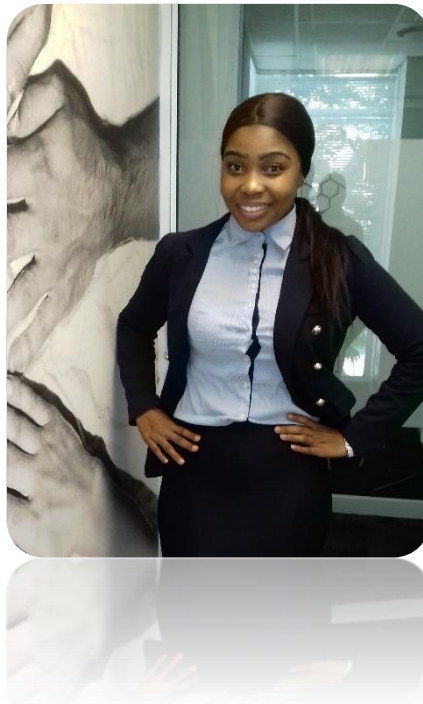
- Marketing Introduction Training in November 2020
- Annual Women in International Trade virtual Conference on 9 December 2020
- Networking for Women in Business December/January TBA

Exports for Growth

Export Growth training continues for the year.

For more info on Women in Business Opportunities; Events and Membership, contact Zinzi Mpela at Womensdesk@jcci.co.za for more information on joining the world of international trade.

Zinzi Mpela: Coordinator of the Womens Desk Join JCCI Today!



About the partners



The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a federal enterprise with worldwide operations in 120 countries. GIZ supports the German Government in the fields of international cooperation for sustainable development and international education. The GIZ programme E4D- Employment and Skills for development in Africa, cooperates with the private and public sector in partnership by developing projects with the objectives to increase income, improve the employment situation, enhance business capacity and to upscale partner models.



Quoniam Asset Management GmbH is an independently operating asset management boutique led by an established management team. Its business model focuses on quantitative investment strategies for institutional investors in the asset classes of global equities and bonds. By supporting the women's desk, Quoniam demonstrates global social responsibility by investing into education and job creation specifically for women in a developing country.



The Johannesburg Chamber of Commerce and Industry, founded in 1890, is a not for profit, independent, association that represents the interests of business and plays a key role in the facilitation and promotion of international trade. As part of its programme to develop SMEs and contribute to growing the economy, JCCI focuses on training and supporting entrepreneurs to become sustainable exporters. Very importantly the Chamber assists them to access market opportunities.