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Great last-minute deals

By ROGER PIERCE -- www.bizlaunch.ca

Canadians love a good deal on everything from clothes to trips. So, it's not surprising that one Toronto entrepreneur has figured out a way to help people to save money on training and education. "We offer last-minute savings on popular workshops and seminars," small business owner Louis Trahan says.

Trahan's business is called Last Minute Training Corp. (www.lastminutetraining.ca). Through his website, individuals and businesses find great deals on training seminars and workshops. Training providers love to list their empty seats with Last Minute Training because it helps to boost attendance.

Like many entrepreneurs, Trahan got the idea for his startup from personal experience. "A couple of years ago I needed to take a training seminar but couldn't afford the fee," he recalls. "I contacted the provider and offered to pay what I could afford for the seminar. A few days before the seminar they offered me an empty seat at my price."

Trahan's confident he'll build a successful venture because his business model is already proven. "Last-minute discounts have been around in the travel, car rental and hotel business for a long time," he explains. "The model just hasn't been applied to the training seminar market."

He's certainly attached to a booming industry. Education and training-based businesses are hot right now because people want to keep their career skills sharp.



Louis Trahan's company helps people to find great deals on last-minute training courses.

On his website, visitors may also “make an offer” for a seat in their preferred workshop or seminar. “Just like eBay, some offers are accepted while others are not. It’s a great way to get training you can afford,” Trahan says.

An obvious advocate of learning from others, Trahan is a big believer in peer support. “You’ve got to surround yourself with supportive people,” he says.

Trahan gets plenty of support from his wife, friends, family, monthly Peer Mentoring Group and the Junior Chamber International (www.jcitoronto.ca), which is an organization for young business leaders.

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