

## **GEEWIZ NEWS FOR OCTOBER/NOVEMBER**

What an incredible journey.

Over the last two months I have met some fantastic people around the Philippines, Singapore, Australia and up & down New Zealand.

As well as completing the speaker programme for the successful Sales & Marketing Institute Conference and launched another new business called "Business Seminars NZ", which will bring international speakers to New Zealand for 1 day events.

And got some new clients on to television to promote their companies, launched my 2 new books, just about completed the writing of the next one and totally revamped my Conference product presentations.

I've heard some very successful business stories which all goes to show how great the economy really is for those people that are positive and are out there working their business opportunities.

In this issue you will find:-

### *Christmas Gifts -*

This time of the year we start thinking about who amongst our customer base were are going to reward for their additional business they have given us this year, their volume and size, perhaps their referrals that they have given us, and this process needs to be carefully thought about for its effectiveness in recognizing those customers that have shared your vision.

With your sales team why not sit down and justify each of the customers that you intend to give some sort of reward to and analyze their actual results over the year to date to make sure that those customers that have gone out of their way to do some thing for you and special are rewarded and those customers that have just sat back expecting to get another Christmas gift perhaps have to rethink.

Christmas gifts that are just given out simply because you are a customer is just a cost of doing business, Christmas recognition for results earned is about building relationships.

Ofcourse you will choose many different kinds of Christmas gifts from food, to drink to very successful promotional products, but have you considered instead of a Christmas gift giving a welcome back to work in January gift, it is a very good way to stand out in the crowd and most of all encourage your customers to recognize that you really are going to be working for them in the coming year.

Another alternative is to support a Charity but make sure that you communicate to your customers the value that both your company and its customers have made to the Charity.

#### *Business Seminars New Zealand -*

A very successful one day seminar featuring Wayne Mansfield was held last week on "Cold Calling for Scardey Cats" and 50 people came away full of great new ideas on how to do more prospecting.

The next event will be "Blast 07" which will be on February 1<sup>st</sup> and it will be featuring 4 fabulous international speakers plus myself for a day of motivation attitude building, conference building, you will really enjoy it and best of all your investment for the day is only \$199 GST included.

To register go to my website [www.geewiz.co.nz](http://www.geewiz.co.nz).

I have started this business because I have a lot of international contacts with great speakers, trainers, and seminar promoters who are interested in working a circuit with me which will include New Zealand, Australia & South East Asia, in which we will bring fabulous speaker programmes that will feature around the topics of sales, customer service, internet, business leadership, and to give you an idea of the programmes check out my website for the Australian seminars such as "The Stump Jump", "Sell 07", "Blast 07" and much more.

You can attend any of the business seminar programmes for the next 12 months are on the website or you can buy a Platinum card for \$1,000 which will enable you to attend the business seminar programmes during the year wherever they are.

We will be presenting these multi speaker days in Auckland and Christchurch for 2007 and expanding to Wellington in 2008.

#### *Sales People Want Gold Dust!!*

Sales Managers beware the easiest way to get a new sales rep these days is to poach one from some other Company by dangling a "Gold Dust" carrot, I have seen in the last few months some crazy salary and reward packages being offered because there is a shortage of really good sales people.

Now this is not to say that these sales people do not necessarily deserve those packages but as a sales manager make sure that you are looking after your team, and this means spending time with the top performers encouraging them to exceed in their skills, getting them involved in product release planning, new products, sales meetings, in fact challenging them by involvement in the job so that if they are approached they will turn down the gold dust offer because they are enjoying the job so much.

While it is easier to say Look inflation and general wage increases are only running around 3% most sales people who are Ofcourse in fact the engine of many businesses are getting substantially higher increases than that.

Remember we are almost down to the unemployed of the unemployable and a lot of the sales people that are out there who have not currently got jobs roles may not be the quality that you are looking for, however here is a tip, do not over look the power of the over 50's sales person because they have absolute tremendous attitude to work, they know how to look after customers, they have maturity in dealing with difficult situations and most of all they want to work, these days we will all be working into our late 70's so nurture those people who understand your business, want to work and enjoy the challenge.

#### *Professional Accreditation -*

Go and check out [www.salesmarketing.org.nz](http://www.salesmarketing.org.nz) and get yourself recognized for your professional skills, this accreditation process is not hard to do and it not only recognizes education qualifications but it also recognizes experience. Our profession Sales & Marketing really needs to focus on accreditation levels to recognize our skills. Go and get yourself accredited check out the website now.

#### *The Business Library -*

Following requests from many of my "Geewiz" supporters I have decided to provide a total business library bundling offer of all of the things that you need to run your business more successfully from my books & CD's.

For \$249 you get – a copy of -

- Practical Marketing in New Zealand
- Sales Management
- Strategic Marketing Plan
- Marketing Audit
- Marketing & the Law

Books, plus a double CD set of Sales tips and a copy of my coming book "Overcoming the Difficult Bits". An easy reference library to just have in the office, have at your work place and then any query or idea that you want on

sales & marketing and running your business is on hand, complete with its own mini book case.

To order go on to my website or send me an email.

#### *India -*

Working in with my Indian leadership associate Madhav Mohan, I am off to India during the first 2 weeks of January to present my Strategic Selling and Sales Management 2 day workshops in Mumbai (Bombay) and Kochin and hopefully open up some great opportunities that there are in India.

I will also be bringing Madhav to New Zealand in April to speak at a number of Conferences and to do a Leadership programme.

#### *Wayne Berry - [www.topgun.com.au](http://www.topgun.com.au)*

Wayne Berry is one of Australia's most successful innovative Sales & Sales Management trainers and he has just launched an on line web based coaching whereby for 12 weeks you can tap into web based skills development, and he is also looking for coaches to work with him who are experienced sales managers who might like to do some web based coaching in their spare time!

I can recommend Wayne's new concept and you might like to check it out on his website.

#### *Electronics versus Face 2 Face -*

When was the last time you checked your activities by working out how many emails you have been sending or your sales team or your marketing department has been creating instead of organizing face 2 face meetings .

A great trap to fall into is sending emails instead of picking up the phone and arranging a face 2 face meeting, today it is so easy with the technology not to have a face 2 face meeting and sadly your marketing campaign is less successful, your sales result is less successful, and your time efficiency of your sales team slips when they spend their time sending emails instead of getting in front of customers.

Count up the number of emails you send then divide it into your time frame and identify who you should be replacing sending an email to with a face 2 face visit, remember people do business with people.

#### *Media Shake up -*

There has been an incredible shake up of the media options that are used for advertising during 2006, there are so many new choices now particularly with options through the web, out door signage, and new areas to place your product or service message that the traditional medias of radio, television, newspaper magazines are finding their revenue is falling because Marketing Managers are

spreading their budget over more options in this vast search that we all go on for measurability.

You can get some incredible deals from the media who are all desperate to get their revenue budgets right at the moment and I have seen some newspaper full colour page offers going for 25% of their normal rate card value, radio stations that are doing incredible 7 – 10 station deals to try and get some rating points.

Google, Yahoo and the various specialist companies that have sprung up to do web based and don't forget text based campaigns are really tempting to have a look at because of the direct marketing aspects and measurability.

If you have a successful web or text based campaign send me an email I'd love to be able to share some of those success stories on some of my seminars and workshops.

### *Less is more*

If you have got the opportunity this summer or for those in the Northern Hemisphere you may have already read this, read the book "The Long Tail" It is about the new strategies that are being applied in Marketing around the concept of "Less is More". What this is effectively is promoting is that because of the impact of the internet customers are far more information aware and they have combined with the new generation of X & Y and the within generation with far more segments opened up of specialty needs wants and interests so it is no longer a good marketing strategy to be dominant in only one segment. Less is more is to be in as many segments as you can get in to and have share.

Gone is the don't too many eggs in one basket approach and it is back you should have as many segments open because this is what customers are asking for.

The Long Tail is published by \_\_\_\_\_ and I totally recommend it is a good read, a little bit hard going in some places but the message should be a real eye opener for all of us marketing strategy people out there.

### *Marketing Audits -*

If your company has been around for a while it may be time to do a marketing audit, have a look at your business through the eyes of your customers, your staff, your communication material and your vision and stake holders.

My new book "How to do a Marketing Audit" will take you step by step through this process and once it is completed by doing the questions and answer process you are welcome to send your confidential marketing audit to me for any ideas and input.

And here is the plus there is more!! My book on How to do a Marketing Audit is \$30 on the website plus p&p, or you can purchase my Marketing Audit book plus Creating a Strategic Marketing Plan at the special price of \$50 for the two including postage, instead of \$30 each, all you have to do is send me an email or go on line and order it off the website between now and December 31<sup>st</sup>.

*Overstressed?*

If life is getting a bit tough and you have lists all around the place and you are wondering what you are going to do next you might like to revisit my Better than Yesterday concept, and just encourage yourself to do 1 thing better each day than what you did the previous day and then look at the accumulative effect over the week for both you and all the members of your team, a small business of 5 people doing 1 thing better than yesterday would achieve 25 things to improve the business by the end of the first week, 100 activities at the end of the first month, 300 activities at the end of the first quarter just by doing 1 thing better than yesterday.

If you want a free copy of a Better than Yesterday action list it is available in the conference downloads on my website under Better than Yesterday.

My seminar programme for November, December, January which you can book on line using the secure payment options, or be invoiced or use your Bartercard.

*Did you Know -*

World Hello Day is November 21<sup>st</sup> and you are invited to say "Hello" to between 5 – 10 people on that day, take up the challenge and have a bit of fun.

Kind regards

Richard P Gee