

## **GEEWIZ NEWS FOR AUGUST 07**

Welcome to Geewiz News in this issue you will find

- Database Lists and the new Law
- Tips from the USA Gitomer sales Newsletter
- Coming Seminars
- New on my website
- New Clients
- Database development.
- Just Geewiz news only
- And lots of great ideas to make your day!

### **DATABASE LISTS**

Within New Zealand we have coming up on the 5<sup>th</sup> September a change to the Law relating to communication by email, fax or texting.

The essence of the law is that for all existing lists and database lists prior to September you need to be able to prove you have had a relationship with that list.

This is best done by sending an enews, being able to send some email or fax out communication to your database list.

So for those of you who have not sent an enews, fax out or a text communication for a while to your database, make sure that you do one in the month of August, then you can actually prove, should the question be asked later on that you have had a prior relationship.

Remember that on all of your communications you must have a "take me off request" and you must act on the "take me off request" as fast as practical.

Obviously in September there will be some sensitivity as people become aware of the unsolicited electronic communications bill which is in effect for bad marketers a wake up call, but for good marketing people who are used to personalizing their communications and used to frequency of communications with their databases it should not be an issue.

If somebody should request to be taken off your list, action it straight away.

Personalisation to Your Database List – it is inherent in a marketer that you direct your communication to a name, and that means that you need to make sure that your database has a name alongside the company details and remember “The Manager” is not a name.

In the future if you wish to add names to your database you need to communicate to either your potential customers or new clients or people who you have met that you will be offering them from time to time communication about your products and services and free information and that at any time they can come off your database lists.

You will see with some companies that are requesting opt in to their communication lists, this is another form of communicating to people that you going to be sending them information, but you do not have to have an opt in facility, you have to have an opt out. And what is most important is that you need to have communicated that you will be sending out communication either by text, fax or email.

### **TIPS FROM GITOMER USA**

Some of you will have seen on my GEEWIZ website in the free downloads one of the most fascinating e-news that I receive on a weekly basis is from the man that Time Magazine reckoned was the top sales person for selling in the United States.

This person is a real character called Jeffrey Gitomer and he publishes lots of articles and travels significantly around the USA doing seminars.

You will find his newsletters up on my free down loads area at any time you want to have a look at it or you can subscribe on [www.gitomer.com](http://www.gitomer.com) to what he calls a fascinating little concept which is a weekly multi media sales jolt Sales Caffeine.

Some recent comments from newsletters.

“I believe! I believe! Are you a believer?”

“Without belief in what you do, what you are selling, and who you are selling for, your ability to engage your prospective customer and get them to buy will be very low. As sales people try to grow their career, they focus on product knowledge, selling skills, maybe some networking relationships skills and little else. They leave out one of the two critical success elements for true achievement and fulfillment, Self belief and positive attitude.”

Here are some tips for bring your best to any situation, particularly in selling, this is called showing off – means creating value through getting it done.

1. Be all about results
2. Don't make stupid promises.
3. Be willing to risk.
4. Get back inside the box.
5. What will you have done for me.
6. What happens is normal.

Another comment from a previous newsletter is to do with a very charismatic America speaker is called Charlie Tremendous Jones, who has a mantra – The only difference between where you are now and where you will be next year, are the books you read and the people you will meet – Said over 50 years ago.

Charlie Tremendous Jones characteristics were

1. He is so likeable he is loveable.
2. He makes you laugh and think at the same time.
3. His presentation skills are so excellent you are compelled to listen.
4. His concepts are transferable so you can use them the minute you listen to them.
5. He reads to you, talks to you, kind of like your parents did only better.
6. His spirit is ever present it comes from his spirituality.
7. His honesty and integrity is silent but evident.
8. He always has a song in his heart and on his lips.
9. He's not just smart, he not just knowledgeable, he is wise, his wisdom has come from books he's read and people he has met.
10. He has learnt that by giving one he receives 10. He looks at it by returning some of what you owe for the blessings you have received.
11. His loyalty to others is a genuine as his loyalty to himself.
12. He doesn't just teach it he lives it.

How would you measure up against those personal characteristics.

Some little tips for call on customers.

1. Don't just drop by the office unannounced.
2. Do leave a message if you call.
3. Don't ask a bunch of fluff questions.
4. Do leave an interesting message if you call.
5. Don't start quoting prices or where I buy currently, is the first thing out of your mouth.
6. Do learn a little about our business.
7. Don't bring a flip chart.
8. Do make a connection with similar firms or similar situations that have a problem that you can demonstrate you solved.

9. Ask me lots of questions about my challenges and my goals and where we are headed.
10. Do be yourself, on the phone generous and in person does come through.
11. A good sales person is a pleasure to meet with.

I can recommend that you would enjoy having a look at the GITOMER sales newsletters and whether you set up and subscribe to this free newsletter or just occasionally read them in my free downloads you will certainly enjoy the positive go get them attitude.

#### Future Database Development.

I can introduce you to a fabulous low cost database input, database development, database updates, database corrections, database creation service that operates out of the Philippines, where you can take your customer base, potential customer base, or a collection of database information sources and get them all keyed into a user friendly database in any format that you want, fast, and at very low cost.

If you would like some more information send me an email and I will introduce you to the contact.

Wayne Mansfield and WebMarketing to produce revenue – as some of you will remember I bought over Wayne Mansfield from Perth, Western Australia to run some webmarketing seminars to show people how you can make some revenue off the web and Wayne has now started looking after some clients of mine to help them with driving more traffic to their website and earning revenue from the web through the use of some of the 116 different revenue earning techniques.

If you would like to increase your potential to earn more off the web, earning from your writings, to drive more people to your website send me an email and I will introduce you to Wayne and he can tell you about his services and the wonderful things that he does.

#### Touring Around

A special thanks to all the wonderful people who have supported me by attending my Strategic Selling Seminars around Australia and also the seminars in India on Strategic Selling, Sales Management & Leadership.

Its great to meet so many positive people who want to make a difference and are prepared to accept the Challenge to Change.

In September in New Zealand I am bringing over Dennis Holme who is an outstanding presenter, trainer and leader who will be here under my Business Seminars NZ presentations and he will be presenting 2 seminars, one on How to Cope with Supervision, and the second one on Dealing with X & Y related people and how you can encourage them to see your vision.

Full details on my website and also on [www.businessseminarsnz.co.nz](http://www.businessseminarsnz.co.nz) website.

Coming up will be a fascinating day on October which is going to be about Leadership and I have put together some great speakers from around the world who will be presenting a day on Leadership that truly will inspire you and give you confidence to even further extend your vision.

Madhev Mohan, from India, will talk on what Leadership is in one of the worlds biggest populations and economies.

Wayne Mansfield, from Perth Australia, will talk on Leadership in fast growing Australian economy.

I will contribute on leadership in a small wealthy New Zealand economy along with 2 guest speakers who will represent some further passionate views on leadership.

Watch out for further details.

Seminars coming up on as listed on my Geewiz website:

16<sup>th</sup> August Sales Basics Auckland

4<sup>th</sup> - 10<sup>th</sup> September series of seminars in Whangarei, Kaikohe, Kaitaia, Kerikeri for individual bookings and details contact Biz North in Whangarei.

10<sup>th</sup> September Stepping up to Supervision with Dennis Holme Auckland

11<sup>th</sup> September Dealing with X & Y staff members Auckland

12<sup>th</sup> September Stepping up to Supervision Christchurch

12<sup>th</sup> September Dealing with X & Y Staff Members Christchurch

14<sup>th</sup> September How to Collect your Debts and Keep your Customers. Auckland

17<sup>th</sup> September Sales Basics - Christchurch

18<sup>th</sup> September Managing the Sales Team Christchurch

19<sup>th</sup> September Sales Basics Auckland

20<sup>th</sup> September Managing the Sales Team Auckland

25<sup>th</sup> September Tremendous Time Management Auckland

26<sup>th</sup> September Dealing with Awkward & Difficult Customers - Auckland

2<sup>nd</sup> October Creating a Strategic Sales & Marketing Plan Auckland

4<sup>th</sup> October Prospecting Auckland

16<sup>th</sup> October Debtor Control How to Collect Your Debts and Keep Your Customers Auckland

17<sup>th</sup> October Sales Basics Auckland

18<sup>th</sup> October Strategic Sales Development Auckland  
You can book these seminars on line. [www.geewiz.co.nz/seminars](http://www.geewiz.co.nz/seminars)

New on the Geewiz website:

More photographs of people attending seminars and some 30 free download articles from the United States, Australia, England and New Zealand, of interesting information that you will find stimulating or motivating for your day.

Details about the new books are that about to be released on Sales Planning, Handling Awkward Customers, Marketing & the Law, and Strategic Development for your Business.

Some new testimonials from participants from Seminars and programmes.

Offers for Geewiz readers –

If you want a great place to stay and you like serviced apartments you may like to take up the opportunity to stay at a Quest Serviced Apartment.

[www.questapartments.co.nz](http://www.questapartments.co.nz)

Get your Database created and put into a file format that you can use quickly and efficiently at exceptionally low cost, for more details email

[richard@geewiz.co.nz](mailto:richard@geewiz.co.nz).

If you are a reader of GEEWIZ news and would like to offer something special all you have to do is email me and I will include it in the next available month.

Just GEEWIZ News only:

a number of you have been receiving GEEWIZ news for many years upto 24 years, and may have since retired from your business or have a need to just receive the GEEWIZ News instead of receiving special offers about seminars or promotions as well and if you would prefer to just receive the monthly GEEWIZ News, all you have to do is email me with "GEEWIZ News only" in the subject line and I will make sure that your email address is put into the news only database.

Successful regards



Richard Gee

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