

GEEWIZ NEWS FOR SEPTEMBER 2007

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Change – In the New Zealand market there has just been a major change with the introduction of a new law relating to marketing communication via email or texting, called "The Electronic Communications Act".

The interesting thing about any change is the first thing that humans will do is resist it, then they fear it, and then they accept it.

This new law will be treated exactly the same, over time as anybody could have told the people who drafted the bill the law will prove to be a total waste, as any good marketing manager would never want to upset their customers or upset their potential customers by making any form of communication that the customer did not like.

From a marketing perspective the new law is very simple, you need to personalize any communication to a genuine person or customer. If you have an existing relationship with your database and your clients you do not have anything to worry about because you will have already been communicating on a reasonably frequent basis details about your company or about specials, products or services you have to offer.

However, from now on if you collect any names of customers you need to tell them that you will from time to time communicate with them with news and information about your companies services and products and that they can come off that communication database list at any time they so wish just by asking.

DIRECTORIES: -

It is worth noting that if you list your companies contacts, phone number, fax, email, website, key personnel in any of the on-line directories or paper based directories, then it is deemed by the legal system that your contact details were in a public place and the intention was for people who searched that directory to be able to make contact with you so if you receive contact by any one of the choice methods in your listing then you can not consider it to be "SPAM".

In summary you provided your contact details, now you are being communicated with, most importantly if you do not want to continue that communication with that supplier ask for your details to be taken off the database.

Now most New Zealand & Australian marketing people would never use harvesting software and it is illegal to use this in both countries plus also in many countries in Europe.

GEEWIZ NEWS:-

If any of you reading this GEEWIZ news wish to be taken off, you will notice at the end of the news there is details of the email address that this is being sent to and the take off instructions.

Of course you can change from being on a general GEEWIZ communication where you receive not only the GEEWIZ news but also seminar news and special events and PR releases etc to just receiving GEEWIZ news and many of you in overseas countries that is all you receive – the GEEWIZ news. All you have to do is email and say please transfer me to GEEWIZ news and it is generally done on the same day.

For 24 years I have been providing my GEEWIZ News and details of seminar originally by mail, fax, then by email and in all of that time I have tried to make certain that you as readers of GEEWIZ news enjoy the information and can get some benefit for your business.

THE ROLE OF THE SALES PERSON: -

The Wheel has turned and while the role of the Sales Person is now very much a user of technology, a media savvy person, the role of the face to face visit has come racing back into importance.

Obviously the face to face visit in physical terms is generally the most successful, we now have the media whereby we can webcam, video cam, to the LCD screen of our customer and vice versa and we can have a face to face conversation.

This new use of various media means that sales people have to be conversant in how to sit, how to stand, how to use your voice when you are broadcasting via the internet and how to get that integrity and honesty factor in to the communication.

If this is your choice as a sales person then it is time you invest in your presentation skills and come on a presentation skills course and learn how to present, it is more than just the way you stand it is about engaging the audience through the lens.

NZ – INDIA, AUSTRALIA – INDIA:-

I just returned from another successful trip to India, I am really pleased with the people who attended the seminars and at the speaking I was able to do and I look forward to going back to India next February.

What I did manage to achieve which will be of benefit to New Zealand & Australian businesses is make contact with an incredible management school GRIMS at VAPI, that is teaching MBA's and MBA's with a marketing bent to students who would like as part of their studies to come to New Zealand in particular or Australia to have 2 months work experience at the completion of achieving their MBA.

I am going to be putting up on my website the full details of how you can get these very highly talented skilled young people who want to understand more about international commerce to come and work in your business to either complete projects, work on existing projects or just to give you a different view point re the management or marketing of your business.

The website to check out the business school is : <http://www.grimsvapi.net/>

On the subject of India, if any of you want to source suppliers, maybe look at setting up businesses or just have a look at the market place get in touch with me by email and I will introduce you to some reliable people who will tell you like it is, and will have the contacts and assistance to introduce you to hopefully some good suppliers or customers.

If you are looking for a very good supplier for a website design, website enhancement, e-communication from ebooks etc, a very good company is www.e2mars.com. Satish the General

Manager of this business is a very clever young person who has a team of 30 highly skilled IT designers and developers who love challenging projects, whether they be big or small.

Check out their website and if you want any further information I am happy to provide it.

PROFILING:-

A couple of months ago I introduced you to the profiling that I am now able to offer my clients and friends of GEEWIZ, where you can have a profile as to your leadership, communication, selling and management skills competed on line using Extended Disc.

I am working with a number of companies where we are profiling all the members of the sales team to identify their strengths and weaknesses and also to see how best to develop sales team members.

Full details about Extended Disc can be found on my website, but if you understand the concept of investing a few minutes of your time to profile yourself and you are prepared to invest \$NZ150.00 plus GST, AUD\$150.00 plus GST, and other countries currencies to the same equivalent then feel free to go on to the following website and use the access code and you will get a profile completed for you, I will then comment on it to you via email and you will then be able to identify your own strengths and weaknesses and leadership potential.

The website address is : www.extdisc.com/edo/personalanalysis/?lang=AUS

Or if English is not your choice of language go to www.extdisc.com/edo and select language you want.

The password to gain access is :NZL-PPRGDTR

After completion your profile is then emailed to me for an analysis and then emailed back to you, generally within the same day. Each profile comes complete with a list of tips for interpretation.

SPECIAL OFFERS TO GEEWIZ READERS:-

Steve King from Video Promotions has this to offer: Hi Richard, I'd like to offer my free, monthly Screentime Video News ezine to your clients. They can visit the FREE STUFF page and subscribe to the ezine at www.screentime.co.nz/freestuff

Steve King
Executive Producer- Corporate Television

Robert Half is looking for some people who have got good phone experience to introduce into the world of Personnel Recruiting with all training given. Nice chatting with you earlier. As mentioned I'm looking for good phone based sales people who are fun & can demonstrate a good track record.

We pay a well above average salary 60-70k & as we are the worlds oldest & largest specialist finance & accounting recruitment agency, we have most of the top 100 companies as clients but don't have enough sales staff to handle all the work we have.

If you can recommend anyone or where I could source these people from I would much appreciate it.

John Taylor

Robert Half Finance & Accounting
Level 38, ANZ Tower, 23-29 Albert Street, Auckland
Tel: 09 915 6700 Fax: 09 915 6701
email: john.taylor@roberthalf.co.nz
web: www.roberthalf.co.nz

The Sales & Marketing Institute of NZ have a regular monthly inspiring lunch speaker series e.g.

Secrets to soaring your sales!!

Debbie Mayo Smith

Deloitte House - Seminar Room - Level 8
Nelson St, Auckland

Debbie MAYO-SMITH

You've seen her on TV. She's the Monday Motivational Mayo on the radio. Her new book is the New Zealand number one top selling non-fiction title.

Debbie's like you. A parent. A partner. Working hard to be successful.

Debbie's achievement is that as a busy mother, she started a business from scratch and grew it to a 6 figure annual income. On the way she became one of the most sought after speakers in Australasia, wrote six books in a short timeframe and on a miniscule budget. Come learn a few new secrets to add to your success.

SECRETS TO SOARING YOUR SALES

It's a competitive market - vying for the business dollar.

Business development and customer acquisition is time consuming and expensive. Showing your clients you love them is hard when you have hundreds, thousands of them. So how do you inexpensively, easily and effectively add value, pump up referrals and increase turnover per clients?

Absolutely don't miss this idea packed, entertaining, motivating and informative 'how-to' session where Debbie will give you an easy to implement four step plan to work into your business immediately.

Your Business Outcomes:

1. Referral generation
2. Improved client service/value add
3. Much more repeat business
4. Valuable time freed up
5. Lowered advertising and marketing costs
6. A plan of action!

To register please email info@salesmarketing.org.nz

Peter Henderson has come up with a new concept for attracting employees:

NZ Job Expo is a fresh platform for NZ employers who are finding that regular advertising mediums are just not working like they used to. For one weekend, under one roof, NZ Job Expo will give you the opportunity to interview candidates, get immediate feedback on your roles, and promote your business.

Peter Henderson Business Development Manager

NZ Job Expo

A DBCT Management Ltd Event

P. 64 9 431 2515

F. 64 9 431 2516

M. 021 527 518

E. peter@nzjobexpo.com

Peter Nathan of Impact Payroll will embody all the functionality of a desktop system with the added benefits of accessibility from any PC with an internet connection.

This will enable both individual companies managing their own payroll and/or Accounting and Consulting businesses to provide a bureau service.

In addition your staff will be able to access their own information through the internet.

Our information website www.impactpayroll.com will provide news updates until our service is launched.

We envisage commencing this service, including trial and demonstration versions by the 31st January 2008.

We recognise that you may be perfectly happy with your existing software solution.

However should you be considering a change please make an initial contact to peter.nathan@impactpayroll.com.

Phone contact is either 06 879 7292 or 027 544 7730.

Charity Dinner Speakers or MC - I make myself available once per month at no fee to support any of my clients or members of the GEEWIZ readers who have a Charity function, where they would like to have a speaker or a MC assist you in raising funds for the Charity and this is at no Fee. If you would like to take me up on the offer or I can assist you in any way to help your funding for your Charity send me an email to: richard@geewiz.co.nz or register on the website.

COMING SEMINARS IN September /OCTOBER / NOVEMBER/December.

These can be booked on my website www.geewiz.co.nz

Sept 18	Manage your sales team	Christchurch
Sept 19	Sales basics	Auckland
Sept 20	Manage your sales team	Auckland
Sept 25	Time management	Auckland
Sept 26	Marketing for Non Marketing managers	Auckland
Oct 2	Creating a Strategic Marketing Business Plan	Auckland
Oct 4	Prospecting	Auckland
Oct 16	How to collect your debts without losing clients	Auckland
Oct 17	Sales basics	Auckland
Oct 18	Strategic Selling skills for experienced reps	
Nov 14	Sales basics	Auckland
Nov 15	Dealing with Awkward & Difficult customers	
Nov 16	Sales basics	Christchurch
Dec 5	Sales basics	Auckland

Enjoy the rest of your September month and make sure that you get out there and grow your business.

Successful regards

A handwritten signature in black ink, appearing to read 'Richard Gee'.

Richard Gee

Geewiz news is read by over 29000 + people in New Zealand, Australia, Singapore, Malaysia, Vietnam, India, Philippines, Tonga, Samoa, Fiji, New Caledonia, USA, Germany, Canada, United Kingdom, South Africa, Dubai, France, Germany, Sweden, Norway, Finland, Brazil, Chile, Mexico, Japan, Korea, Taiwan, China. Please enjoy and your feedback is always welcome.: richard@geewiz.co.nz.

As a member of the GEEWIZ knowledge information network please is assured that your email contact details remain confidential to GEEWIZ news .If at any time you wish to change details, or stop receiving Geewiz news, send me an email quoting your email address this is being sent to, [currently \[insert email address field\]](#)