

GEEWIZ NEWS FOR OCTOBER 2007

In GEEWIZ News this month you will find:

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OK 2 FAIL - as evidenced by the recent spectacular failure of both the Australian & New Zealand Rugby teams it was interesting to see the reaction of supporters, public and general comment, mainly on the surprise of which 2 teams have promised so much ended up not delivering on the day.

It raises the issue can we make it ok for people to fail, come back with dignity, and learn from their mistakes. It is a well known strategy that is you make it ok to fail as long as people admit to their failures, face up to their failures, and agree to do some listening and take on some learnings then you will build a better character and build more experience.

In a sales team it is often that you miss getting the sales, in a marketing strategy you sometimes do not deliver on the right segment, none of us like it but what we have to do is remember that the single resource that we have to work with is people and they have feelings and egos.

Once one of your sales or marketing or sports team members recognize that they have failed and they start listening then you can move forwards.

Make it ok to fail as long as you are prepared to learn from it.

EMAIL QUALITY:

Over the last 3 or 4 weeks and some may say longer it has been evident that the email system is not delivering to meet the demand. This raises the issue –have you made certain that you do not totally rely on email as your only form of communication?

Face to face visits, phone calls are still very much the preferred form of communication for so much information.

The constant checking to see whether an email has gone through, to see if somebody has received something takes up an incredible waste of time.

Now is the time to actually evaluate your suppliers to see what sort of support they offer to make sure your emails get through, often we have sent the email, not kept a copy and then of course it goes missing, is that the best way to communicate with your customers or should you be picking up the phone or visiting them.

SALES REP 2 MANAGER – does it work?

Frequently the top sales person is promoted to Sales Manager, hopefully to bring their top selling skills, when in fact the position requires top management skills.

Managing the sales team is not like selling, it is managing people to achieve tasks, monitoring and measuring and setting standards about activities.

When you run a sales team you need to have people management skills, now these can be taught, these can be learnt and to a certain extent these are a natural ability to lead others.

Just promoting your top sales person is not a guarantee of sales management success, you might be better hiring in a sales manager who focuses on getting the sales team to perform the actions to get the budget rather than trying to compete with the sales team to the biggest amount of budget.

CHRISTMAS GIFT SEASON – OCTOBER?

How well are you prepared for looking at Christmas gifts for any of your customers this year? Have you done a thorough analysis of the customers who have increased their business with you in the last 12 months, the customers who have become more profitable, the customers who have given you referrals, or is it the same old list that you are going to trot out from last year because of their volume?

The choosing of Christmas rewards should have a set of standards attached to it, e.g. growth, support, or specific achievement of goals and not just a list of favourites.

An alternative to Christmas gifts is to support a Charity and then tell your customers that you have supported that Charity and there are some wonderful Charities out there that you can support. If you are looking for ideas contact Jude Manion at the Robin Hood Foundation who matches Companies to Charities.

EXTENSIVE DISC:

A number of you took advantage of the opportunity that I gave to get your profiles done and to also start profiling your sales team. This does work and there are some great examples of being able to match the strengths of the sales team together through the use of disc profiling.

The communication appraisal with your team member or with yourself immediately following the use of the disc is a really valuable discussion and in one recent example with a sales manager we were able to refocus one of his sales team members based on the strengths that the sales rep had, and already it is making a significant difference.

To log on go into the website below and your investment is \$150.00 per person. 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

NEW ON GEEWIZ WEBSITE:

How many times have you stopped to check out the photos of the last seminar or conference that you were involved with. There is a photo page on the website and there are also some great ideas in the free downloads and newsletter area of interesting articles that may stimulate you on a day when you need it and of course you can use them for your sales meetings and hand outs and information.

If you are thinking about business books there is a wide extensive range of 12 different business books that I have written that are available, which you can easily order and we will even personalize them with an autograph to make them valuable on TV shows one day!

OFFERS FROM READERS OF GEEWIZ NEWS:

Dale & Margaret Farnsworth from a company called Production Plus are very good at creative, cost effective TV commercials and web communication. They provide custom media services in central Auckland at their own extensive in-house studio, editing, graphics and animation facilities that make them extremely competitive.

If you are looking for professional film, digital audio & video, photo stills or interactive media solutions – The Production Plus Team of filmmakers & media experts will help you achieve your objectives creatively & cost effectively.

They also provide video line production services for International Clients and have a great range of facilities.

Their website is www.proplus.co.nz - phone number 09 360 0800.

Janice Davies the Attitude Specialist has asked for a little bit of help. Her sister is one of the few ladies in New Zealand who has to pay NZ\$86,000. for her Herceptin treatment for Breast Cancer.

The Government changed the policy a few weeks to late for her, and her Insurance Company found a clause that did not cover her.

Janice has set up some information on a website www.attitudespecialist.co.nz/breast-cancer.htm. Janice can be contacted on 09 424 8400.

The American Marketing Association has reminded me of their free radio communications which they have where you can tune in to a webcast to hear really interesting marketing strategists from around the world talking on the latest topics of what should actually happen. It is free to listen to it and you just click on to register, all the details are on www.marketingpower.com/webcastschedule. Really worthwhile they last about an hour and they are on several times during the day once every two weeks.

Luigi from GEOSMART.co.nz is looking for a sales assistant to work with him. The role would be about 60% finding and contacting web developers and potential users of location based technology, such as webmark mapping, API's other functions include organizing seminars for web developers, help desk support for users of car navigation systems (not technical) and supporting a really great manager. You can email: luigi.cappel@geosmart.co.nz if you have anybody in mind.

Fiona Mowlem of Hyper.net.nz has some great technology called MAXCAST which allows people to upload video content and broadcast video content very easily and cheaply suitable for training, imbedding on a website or for any message that a business wants to get out to customers or staff. The quality is superb and NBC and ABC in America are using this technology created by Mervnetworks. You can contact Fiona on 09 418 2247 or fiona.mowlem@hyper.net.nz.

On the 15th November in Auckland at North Harbour Stadium is the first of the Business IQ intensive 1 day Conventions with an extensive range of speakers covering Business Planning, Leadership Measurement Market & Customer Share, Staff retention and productivity and how to press the right buttons, you can register and get some more details on this at www.biq.co.nz and

you can contact the Convention Director Rouxelle de Villiers on 09 476 2472 or rouxelle@biq.co.nz.

EQUINE ASSISTED LEARNING - The ultimate fun – a non threatening way to improve communication leadership skills. Horses allow us to discover thoughts and feelings that help or hinder our perception, no skill or prior experience with horses needed as we explore the insight that these awesome animals can provide from the ground.

Dates Coming up 20th October, 10th November, 24th November, 8th December a one day programme that is made available from Philippa at Cherish Wellbeing, you can contact her on 09 432 1781 or email to philippa@cherishwellbeing.co.nz.

Synell from India sends us an interesting piece of information about sending an SMS TXT from email to a mobile phone, by typing in the country code 0064 and the phone number xxxxxxxx followed by @msdw.mobile-alert.com. He recommends that it is a great tool for networking for fun and for work.

If you are looking for job opportunities for International Graduates with special employment incentives you might like to contact Kim Smart who is the employment co-ordinator for Graduate House on 09 354 3934 or email at info@graduatehouse.co.nz.

Coming Seminars: And you can check these out on www.geewiz.co.nz.

30th October Serious Selling – Auckland

31st October Serious Selling – Christchurch

3rd November The secret with David Schirmer Wellington

4th November The Secret with David Schirmer Auckland

6th November Sales & Marketing Plans Kerikeri

7th November Team Leadership Whangarei

7th November Selling Skills Whangarei

8th November Selling Skills Mangawhai

9th November Coaching Skills Whangarei

20th November Cold Calling with Wayne Mansfield Auckland

21st November Sales Basics Auckland

22nd Dealing with Awkward Customers Auckland

11th December Sales Basics Auckland

15 – 18th January Summer School with a wide variety of Sales skills and course for those wanting to catch up.

Winners of "The Sales and Marketing Institute Of NZ " national awards:

Sales Professional of the year : Tom Reidy Calcium

Marketing Professional of the year : Olivia Blaylock Child cancer Foundation

Sales team of the year : Icebreaker

Marketing team of the year :Auckland Racing Board.

Sales manager of the year : Wayne Maguire Realty Services

Marketing Manager of the year : Robyn Mcarthur David Forman Ltd

Young Emerging talent : Stacey Lowe David Forman Ltd

Entrepreneur Marketeer of the year : Stuart Lees Rad9

Supreme Award : Olivia Blaylock Child cancer Foundation.

Congrats to your all and to all the entries who recognised their skills in our Sales marketing profession.

Kind regards

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.

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