

GEEWIZ NEWS FOR MAY 2008

In this issue of Geewiz you will find:

Ideas on recession busting Sales & Marketing strategies
Seminars coming up
Geewiz friends offers

The economy's of New Zealand and Australia have slowed a little with New Zealand being almost in stall mode and this is a time for Marketers and Sales People to really focus on client relationships and client communication.

This issue of Geewiz I am going to focus on ideas of how you can get business when it slows down, add business growth and get your market segmentation right. Treat as a tool box of suggestions to use as it fits the occasion.

Communication / Strategies

1. Get your enews sent out to your customer base
2. Update your database to get email addresses
3. Look at establishing a text database and send short text messages of thank you
4. Establish a "skype" database, so you know who amongst your clients you can web conference, video conference or communicate for very little cost.
5. Create a 21 reasons for doing business with you document and circulate it to your customers, suppliers, and staff.
6. Create welcome & thank you notices at the entrances to your showrooms
7. Put in with all of your deliveries either a copy of your newsletter or 21 reasons for doing business with you or specials that you are offering at the moment.
8. Look at your email signature and see if it is getting across a reason to do business with you, if not add it in.
9. Put a promise of a response on your website to email enquiries and then stick to it.
10. Create a response time for telephone enquiries.
11. Always follow up on your quotes, don't leave the customer to come back to you, be pro-active, tell them you will contact them in 48 hours or 7 days.
12. Revisit your street signage, vehicle signage, and sales aid presentations to make sure they are getting across a point of difference message about you and any other suppliers.
13. Review all of your sales aids for visual impact and USP or ESP statements on them.
14. Review your website for call to action, pass on to a friend, book mark this page and effectiveness in communicating the information you want to get across to customers about what they can find out about you.

Marketing Strategies

1. Review your existing customer database either visually on a map or breaking them down into very important customers who require a lot of servicing and get big discounts or highly profitable customers that don't require such big discounts but are growing business and all others.
2. Then identify the profitable customers and start spending more time developing their business and finding out what their action plans are over the next 3 months and increase the call cycle contacts.
3. Review your third category for a how can you cost effectively contact these people by enews, telemarketing, web promotions other than face to face visits.

4. Review your first category of clients to see if you are able to reduce any of the discounts or get your prices up so that the discounts are not so impactful.
5. Go on Google and do a search for the number of suppliers in a particular segment category and decided whether you should be opening up new segments that are exclusively yours.
6. Alternatively if some of the other suppliers are in segments that you are not in maybe you should start targeting those growth areas.
7. Do a Google search for categories and segments of customers and see how many of the companies and websites that are listed you have as customers, then go and target them are prospects.
8. It is better to have a small share of more markets, than have a fighting big share with many other suppliers trying to take it off you.
9. In your marketing strategy review how many segments have potential then tackle them for a minimum of 3 months 12 weeks, and if you are getting some business out of them you can then elect to stay in that category or you can decide it is not going to produce enough results and you are out of there after only 12 weeks.
10. Look at bundling of products together to do super buys, look at making a list of if a customer buys this product they could also add value by getting that product as suggestion lines.
11. Look at alliances with other suppliers in the market place to generate leads and business for each other.
12. Measure all of your advertising, all of your communication media and all of your promotions for results. Then decide which ones you want to repeat.
13. Remember that promotion, branding, and marketing advertising done in tough times generally delivers results that are measurable and certainly lifts your profile and branding and marketing share when things return to volume. It is not a good strategy to severely cut back unless you have cash flow issues, your communication message strategy.
14. It is better to change your communication message to databases that you can send via email or low cost alternatives then necessarily cutting out good media promotion.

Sales Direction

1. Review all of your reps call cycles and make sure that they are calling on the right customers at the right time and with enough frequency.
2. Set up measurements of face to face visits made and bring in the rule emails and phone calls don't count.
3. Give your sales team a vision for the next 12 weeks of what you want done in relation to products sales, service sales, new customer development, existing customer relationship, referrals, testimonials and in fact breakdown the activities that you want the sales team to focus on and then give them measurements to achieve over the next 12 weeks and then review it every 4 weeks.

4. Bring in instant rewards for good behaviour
5. e.g. Sales gain = a Moro Bar from new accounts.
6. Spend more time with your top sales people and make your bottom performers earn your time.
7. Set clear standards of performance.
8. Bring in the rule, if it's not written down it never happened.
9. Introduce call reports and measure the success at achieving the objectives set with the customers.
10. Review the sales aids that your team is using for effectiveness.
11. Bring in expense control by setting a daily allowance that covers accommodation, food & refreshments and pay it per day stayed away.
12. Encourage texting as a way of sales team communicating to each other.
13. Review call plans for objectives and setting new objectives.

Credit Control

1. Have a look at your welcome to new Customers accounts pack and make sure that you have your trading terms accurately reflected.
2. Focus your debtors people on collecting from new customers within time frames not letting them get out.
3. Visit anyone who has a big bad debt with you and see if you can park it in a second ledger and get them making regular payments of it, but ofcourse they must stay current with their current account.
4. Have a look at the number of statements that you are issuing for the month in relation to the number of total customers on your database to get an idea of your customer loyalty penetration. You can also do the same with a number of invoices.
5. Check your website to make sure your trading terms are on your website.
6. Get a PDF of your trading terms so it can be emailed to people.
7. Remember that when a company changes hands to new owners you need to get new trading terms signed.
8. Reward your debtors people for good collection percentage rates.

Vision – Leadership

1. Focus your team on 12 week / 90 day action plans.
2. Get team members to identify what actions they can take this week to make a difference.
3. Focus people on the positive not the negative.
4. Communicate as much as you can to make sure that everybody feels a part of the team.
5. Make sure you reward good behaviour, people who do things right.

6. Build in some recharge time for yourself – don't overwork yourself just because the economy is tight.
7. Write down your daily goals across the business and across the people and make sure that you achieve them every day.
8. Go to networking and business group functions to listen to other ideas and recharge your battery and be with positive people.

Geewiz Support

At anytime as a member of the Geewiz network you are welcome to email me or phone me to talk over your business ideas and make sure that you are on the right path or to ask for assistance.

I am available for in company consulting at my normal consultancy rates and obviously in company training to add to skills.

Coming Seminars

6 th May	Outstanding Leadership & Supervision	Christchurch
8 th May	Attitude & Motivation Can make a difference	Auckland
12 th May	How to do a Marketing Audit	Auckland
13 th May	Serious Selling in Recessions	Auckland
14 th May	Time Management	Wellington
15 th May	Creating a Strategic Marketing Plan	Christchurch
16 th May	Collect Your Debts & Keep Customers	Christchurch
19 th May	Sales Basics	Auckland
28 th May	Sales Basics	Christchurch
9 th June	How to do a Market Audit	Christchurch
11 th June	Time Management	Auckland
12 th June	Managing your Sales Force Great Sales Management	Auckland
16 th June	Marketing for Non-Marketing Managers	Auckland /EMA
17 th June	Prospecting for more Profitable Sales	Auckland /EMA
19 th June	Sales Basics	Auckland
23 rd June	Conflict Resolution	Auckland
24 th June	Conflict Resolution	Christchurch
25 th June	Conflict Resolution	Wellington

For more details about these seminars and other seminars coming up please refer to my website www.geewiz.co.nz and of course you can book on line.

There will be emails coming out to promote these difference seminars.

Geewiz Offers

If you are looking for great sales people and you want to deal with a recruitment agency that understands what you are looking for you might like to contact Neville Attichison from 6degrees Consulting on 09 909 7493, they also have branches in Auckland, Melbourne, Vancouver and London, so Neville can help you. email : nevillea@sixgroup.co.nz

Fourth Annual Sales & Marketing Awards will be held on the 21st August in Auckland at the Hilton Hotel.

If you would like to be a sponsor of any of the award categories, if you would like to enter the Awards which are covering a wide variety of sales & marketing roles contact: Michelle Reid, michelle@smi.org.nz or phone 0274 863 521.

The categories that you can enter or sponsor are:

Sales Manager of the Year
Sales Team of the Year
Sales Professional of the Year
Marketing Manager of the Year
Marketing Team of the Year
Marketing Professional of the Year
Entrepreneur of the Year
Sales & Marketing Professional of the Year

Humour Awards

Pat Armistead of Humour Resources, can be contacted at joyologist@humour-resources.com to discuss the coming humour & business awards for New Zealand and how you can be involved with them. The entries need to be in by 25th July
Awards night is 11th August

Chris Claridge, chris@id.co.nz is looking for junior web designer to work with New Zealands largest independent on line publishers, they need to have some skills in Adobe Photoshop, HTML and CSS, Dreamweaver and basic knowledge of web design. However you will get a lot of training. This is based in Christchurch.

Accessing personal genius a programme in self leadership and personal mastery which focuses on the practice of the most resourceful states and an lot more that will help you in building your esteem, releasing your energy and your passion allowing you more focus and motivation according to Geoff Wake, you can contact Geoff on geoff@gwake.co.nz and ask him about his appg enquiry.

If you live in Auckland and want to become part of a mastermind group get in touch with Chris Bridgeman at Auckland Mastermind, 09 336 1164, email: office@aucklandmastermind.com.

China NZ trade: I am just writing to advise that I am now working as an agent at Asia Tradelink trying to source New Zealand made products that can be sold into China.

Since the Free Trade Agreement our agents in Shanghai and Beijing have had approaches from many large wholesalers that would be interested in selling New Zealand made products.

We operate on a straight percentage of sales in the first year, or per distributorship agreement we negotiate.

Please email return or call me on 09 - 309 4888 Scott Mine - Asia Tradelink Akl
[China@asiantradelink.co.nz]

NZ India : Contacts on my website under NZ India button for great suppliers of services and products and I can recommend them...

Remember that you can access profiling for yourself or your sales team on my website and become aware of the strengths and weakness areas of your skills:

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.

INDIA: I was last week in Cochin, Kerala State, India doing seminars for Kerala Management Assn, and some 4 private companies. India is vibrant and a great place to be for business... even if it is Hot hot summer right now!!!! Think about selling your products to India or sourcing it is a good strategy and my contacts can assist you!

Please go and enjoy yourself and get those sales & marketing successes happening.

Go enjoy your professional skills and stay focused: regards,



Richard Gee

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Please enjoy and your feedback is always welcome.: richard@geewiz.co.nz.

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