

Geewiz news July

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**Motivate the motivators:** while the current lack of decision making recession lasts it is very important that you focus on the positive and motivate the motivators of your sales team, customer service team, and factory teams. Have a sharing of wins, good news quotes won, new customers gained, tenders won, and successes on the journey to recovery to change the thinking from negative to keep the quality up and don't let standards slip and let's work together.

Send emails of success, thanks to your clients, suppliers and staff and the performance lifts and people share the positive good news.

**The recession** is really just a lack of decision making recession as the business problems and issues are still there needing great companies solving and providing opportunities. Now even the banking systems are saying confidence is returning and decisions are being made. Do your bit and get your decisions made and encourage your customers and clients to make the decision today!

**Of course the cash flow** from debtors is bad as the money supply go around is slow, just stay working with your debtors don't crunch and close accounts, better to have a customer paying you something than no customers.

**FREE things for you:**

**NZ Sales manager** a publication I write for is available to download copies for free

the latest issue of NZ Sales Manager is out now and ready for you to [download here](http://richardl@nzsalesmanager.co.nz), or contact the editor [richardl@nzsalesmanager.co.nz](mailto:richardl@nzsalesmanager.co.nz).

And if you are reading "Pharmacy Today" you will find my selling tips for increasing sales.

"This may seem simple, but you need to give customers what they want, not what you think they want. And, if you do this, people will keep coming back."

If you are looking for good website to get some positive info check out The sales community use this link.

[http://www.thesalescommunity.com/index.php?option=com\\_comprofiler&task=pluginclass&plugin=cbpaidsubscriptions&do=displayplans&plans=10](http://www.thesalescommunity.com/index.php?option=com_comprofiler&task=pluginclass&plugin=cbpaidsubscriptions&do=displayplans&plans=10)

if you decide to join as a member ask for the Geewiz rate of Sales Community for NZ\$39.95

Checkout <http://salesmarketingknowhow.com/> a new info website I have created with Ryan of permission marketing to provide ideas and ideas and ideas for sales marketing development, lots of free articles.

Malaysia: just back from a great seminar program in Kuala Lumpur and worked with some very positive people and the RHB Islamic bank, the sales/marketing situation are the same around the world and the need to focus on the basics like face to face selling time is very important. Give me reasons to spend not discounts. I am back in Malaysia in October.

India : is up in the air at the moment with August Mumbai seminars un sure on numbers, but we will be in India later this year.

My seminar program coming up in NZ is on my website but for quick reference:

July 21 Auckland sales basics

July 23 Auckland Exceeding Customer expectations

July 28 Auckland Advanced serious selling

July 29 Christchurch Territory management

August 11 Christchurch Sales basics

August 18 Wellington Exceeding customer expectations

August 19 Wellington Territory management

August 25 Auckland sales basics

August 27 Auckland Advanced serious selling

You can book on line safely.

#### INHOUSE SEMINARS

Yes I do many in house personalised seminars to lift performance, just ask for your skills program, rates can be made to fit your budget!

**Recession motivation sessions:** yes I have a number of free 1 hour sales meeting sessions available if you need assistance to lift the performance of your team. JUST ASK and I will see how I can help.

**Charity speaking,** Master of ceremonies, and Charity Auctioneering, Service club speaking is another of my fun activities to help the community to access this just ask.

Stats on business sent to me from Neil Budgeon

NZ Business employees approx 465000 business in NZ and the break out of employees is

0 = 64%

1-5 = 23%

6-19 = 9%

20-49 = 2%

50-99 = 1%

100+ = 1%

1-5 = 23%

6-19 = 9%

20+ = 4%

Australia Jun-07 by comparison has more business nearly 2 million

0 = 58%

1 - 4 = 26%

5 -19 = 11%

20-199 = 3.9%

200+ = 0.3%

1 - 4 = 26%

5 -19 = 11%

20+ = 4%

Ratios are very similar you may care to check your client list for comparison to see how you are targeting the potential.

**SMS texting** is taking off and the software products are building fast here is some details from a GEEWIZ reader about the products they sell.

Bulletin Messenger:

This is a very simple SMS tool that enables a business to push out messages to a database of mobile phone nos. and receive back responses. Our patented 'message threading' technology allows each reply to be associated with the original sent message for message tracking purpose. Bulletin

Messenger can be used either through the web or from a mail client (e.g. MS Outlook, Thunderbird etc.). From a marketing perspective, this tool is used by enterprises to keep in touch with their customers via an alternative but very popular communication channel.

White papers: <http://confluence.bulletinwireless.net/display/public/Bulletin+Messenger+-+White+Paper>

m- Query:

This is a simple query-response based SMS tool that can be used to deploy a SMS campaign within a few minutes. This is how it works:

- A mobile phone sends a text to a short code
- M-Query sends back an automated response
- The phone details and the message are forwarded to a designated email address
- M-Query also generates a range of reports that can be exported in .CSV or .Xcel formats

In the most simplistic application, you could have people register to your programmes by sending a text, get back a response saying “Thanks for your enrolment. See you at the seminar 2morrow” and forward their details to your email address.

Product overview at: <http://confluence.bulletinwireless.net/display/public/mQuery+Product+Overview>

A range of NZ enterprises, large and small have used both of the above services with significant benefits. Being very effective in terms of costs and results, SMS will be a great way to improve business communication in hard times such as these.

Contact Mitendra email: [mmdas@bulletin.net](mailto:mmdas@bulletin.net) [www.bulletin.net](http://www.bulletin.net)

Lifes comment:

this past two months have been so busy with strategy consulting, and seminars with people wanting positive help to make their jobs safe and companies alive and it takes a lot of personal energy from you, yes we all need motivating and your emails about how you have applied skills are a big part of that recharge, and my favourite 19 year old cat I have shared some stories in seminars about has died “Barnaby” was a friend and companion that was special to me.

Stay focused on the basics Geewiz readers and enjoy your day, keep trying Better Than yesterday!

Richard Gee

Please note this issue of Geewiz news is shared to 75000 Geewiz readers in 34 countries and we never share out database. If you need to be taken off the list just email me.

