

Geewiz news June /July

in this issue

Marketing communications segments

Sales prospecting

Geewiz friends offer

Coming seminars

new success seminar

special thanks to all the Geewiz network that commincated to me offering condolences on the death of my father. It is great to know that I was able to celebrate his life and focus on my family.

Marketing communications just got harder with more segments of chioce opening up. Whether it is direct emails, txts or social networks like U tube and facebook or other new communication methods the effectiveness of the message is paramount. the best structure for communication is AIDA Attention Interest, Desire Action.

The opening paragraph should catch the eye, invite further reading while the next paragraph should have some questions too encourage thinking about what you wish to communicate, then the third paragraph is your message full of benefits of your offers or why you want the reader to take action, or what is in it for them? The last paragraph is the details of what action steps need to be taken.

if you think of this structure then it applies to any communication and leads to more effective understanding. Check your emails, letters, brochures, web stuff and see if you have made the communication easy to understand.

Sales prospecting : Looking for more business is about seeking in two places:

existing customers and new customers. Take a look at your existing customers base and run a history of purchases report to show you when they purchase, what trends are evident, and what

they purchase. This opens up more business as you see what extra can be sold to existing clients who all ready understand you and your terms.

Looking at your existing database also opens up types of customers who have done business with you, so you can search for more of the same type or segment and easy way to find more customers.

Geewiz friends offer:

An Eye 4 art has been proudly promoting NZ art for several years based in at Westfield Manukau City. Hit the link for Directions Map [Directions to An Eye 4 Art](#) to come on out and meet all our friendly Staff who can assist you with making a choice on an affordable piece of art.

Here at an eye 4 art we connect life with a gift that has a meaning in the message of the artwork.

We would like to offer all Geewiz clients an opportunity in connecting life with a gift that impacts on who you are as a business that leaves a message and memories lasting a life time, and creating opportunities for your marketing success as an organisation.

We can custom design any type of artwork that relates to the message your organisation would like to put across to your customers.

Let Leah Poto custom design a product that will achieve results, leaving your customers creating opportunities with your company.

STUDIO: 09 2640557

MB: 021556497

EMAIL: leahpoto@xtra.co.nz

WEBSITE: www.leahpotodesign.com

I can recommend Leah Poto and her skills as wow! also check out her art gallery "Eye for an Art" at Manukau City mall. well worth the visit when you need a special gift for someone or event.

looking to stay around NZ then try a Quest apartment I use them all the time and while there is 28 locations around NZ from Invercargill to Auckland, check out Quest Auckland 363 Queen st, Quest on Willis Willis st Wellington, Quest Christchurch, and Quest Palmerston North the square Palmerston north, and Quest Napier some of my personal favourites and if you ask for the Geewiz rate you will be looked after.

more choices on the website www.questapartments.co.nz

New concept : do you forget your updates for your blog or U tube and feel guilty, then production Plus has come up with a answer, for only \$300 per month they will video you in your business and put the message up on your blog with your company logo in the background and monitor the U tube or blog comments for you to answer, easy and gets the job done on time every time every month.

Talk with Dale at Production plus 09 3600800 to learn more.

seminars coming up:

July 13 Prospecting for more business Christchurch

July 14 Advanced serious Selling Christchurch

July 17 Becoming more Successful Auckland

July 20 Sales basics Auckland

July 21 Advanced serious Selling Auckland

August 11 Prospecting Hamilton

August 14 Becoming more successful Christchurch

August 17 Territory management Auckland

August 18 Advanced serious selling Wellington

August 24 Sales basics Auckland

August 25 Leadership Auckland

to book see www.geewiz.co.nz seminars page or phone 0800 GEEWIZ

New seminar : Becoming more Successful is a personal development motivational Saturday morning for anyone from 9-1 focussed on tips and successful strategies that make a difference to getting to be more successful. It is about changing what you do now and making a difference. based on my experiences in creating success, and coaching my clients for success a mix of personal ideas and business ideas, that are practical and work. Bring yourself and a business associates and friends and family. Just good ideas and a very positive morning half day...experience....