

**From:** Richard Gee [richard@geewiz.co.nz]  
**Sent:** Tuesday, 3 August 2010 9:33 a.m.  
**To:** richard@geewiz.co.nz  
**Subject:** {test} Geewiz news for sales and marketing positive people today

3rd August

## Geewiz news July /August in this issue

the power of thankyou  
Facebook adverts  
What to look for in a great sales person  
Bouncing on the bottom of the economy latest thoughts  
New Geewiz TV  
Offer for creative Art designs and gifts  
Seminars coming up



### The power of thankyou,

consider these phrases how ouwld your clients react if you sent a card, email or txt with this message??

Thank you for doing business with us, we look forward to a mutually beneficial partnership.

Thanks for your time earlier today, I look forward to working with you.

Thanks for your time on the phone, I look forward to our upcoming meeting on Tuesday at 3pm.

Thank you for the opportunity to present our proposal. I look forward to speaking with you in a few days to discuss any questions you may have.

Thank you for providing excellent service to my business.

Thank you for your generous donation. It will make an amazing difference to many people.

Thank you for your continued business. I really enjoy working with you, to help you reach your goals.

Thank you for your help, I really appreciated it.

I am delighted to have had the opportunity to help your friends Mr & Mrs Smith, thank you for referring them to me.

Thanks for your help, you are fantastic!

for cards contact "customer love.com.au " they have a great range , and you can create your email message or txt message from your Outlook. Dont forget how powerful a Video email would be as well.

### Facebook ads proving hard to make money,

Jim Daniels a on line guru from the USA has trialed the new facebook adverts and finds the market segments slow to react and the cost per click expensive, to se his trial results go to <http://www.bizweb2000.com> . facebook is proving a great stay in touch communication tool but like all social media at the moment more of it is about social comment and brand awareness building and or personality brand building than sales. But be awrae this is the new media channel that will become possibly as powerful as TV for creating awareness of your services and brands. You need ot get involved and learn the skill sets of Social networking now. A new

use for social media is prospecting for new business contacts, makes the old cold calling easier!

## What to look for in a great sales person,

try this list of characteristics borrowed from Jeff Gitomer in the USA

With that in mind, here's a list of 12.5 individual characteristics that would make any person a "hire-able" and "succeed-able" salesperson (you included).

**1. Smart. Salespeople** have to be smart enough to think on the spot and deal with every kind of situation as it happens. CAUTION: Very experienced salespeople, who think they know everything, are most vulnerable to be beaten by a smart person with hustle.

**2. Self-starting.** Great salespeople don't need "motivation." They have a built-in fire that's somewhere between a double espresso and a Red Bull. Nobody has to tell them what to do. They know what to do. And they do it. They make the first call of the day and the last call of the day.

**3. Great Attitude.** Great salespeople believe they will make every sale. Great salespeople take "no" as "not yet." Great salespeople accept every lemon thrown at them by management, customers, and accounting-and they use those lemons to open up a lemonade stand. A great salesperson is able to take everybody else's crap and somehow turn it into money.

**4. Excellent Communication Skills.** Great salespeople are not "good" communicators. They're great communicators. Their message is both compelling and transferable. Their passion and their belief system are as contagious as their enthusiasm. And they're able to articulate in a way that gets customers to buy more often than not.

**5. Physically and Mentally Fit.** The statement speaks for itself and implies that you work out on a regular basis by working your mind and your body. You exercise your mind and body before you get to work (push-ups and brain-ups) so you feel good- and that good feeling is projected every time you interact with a customer.

**6. Computer Literate.** There's no excuse for a lack of computer literacy other than stubbornness and laziness. The Internet will rule the economic world in less than a decade. And those who ignore this fact will find themselves completely unemployable after they get fired from their present job.

**7. Focused and Goal Driven.** Having a goal is a basic fundamental element. Having a plan is a basic fundamental element. Keeping your eye on the prize, and steadily working toward it, is what separates those who do and those who don't. "Goals without focus," is like an automobile without gasoline. It looks pretty, but it can't get you anywhere. Focus is the fuel that will take you from where you are to your goal: your destination to where you want to be.

**8. Dedicated to Succeeding.** With great salespeople, it's not just a matter of goals- it's a matter of achievement. Multiple achievements lead to success and a self-confidence that keeps the momentum going from sale to sale.

**9. Past History of Success.** Every time a great salesperson makes a sale, it remains in their self-confidence memory bank and can be called upon for positive energy in any situation. The more you succeed, the more your success is likely to continue.

**10. Looking For a Career, Not a Job.** If a salesperson has a base salary and a commission, the person with a "job" wants a raise in base pay. The person with a "career" wants a raise in commission.

**11. More interested in personal success and personal development, than money.** Salespeople who work for money rarely achieve it. Great salespeople work to be their best and dedicate themselves to that process every day. And as a result, they earn tons.

**12. A Constant Student: Willing to Learn and Adapt.** Great salespeople know there is always more to learn. They dedicate themselves to being better, being best. Great salespeople know that learning from their past allows them to adapt and be ready for new encounters and new challenges. It's the difference between "already knowing everything" and "lifelong learner."

**12.5 Taking Joy in Serving Others.** This is the "master" quality. One of the best salespeople I've ever known is Mark McDonald. He signs his letters, "**I love to serve.**" And he does.

**Notice one characteristic missing? Sales skills.** I'd rather have attitude and brains than selling skills any day. I can teach someone to sell. I can't teach them to be smart or happy.

how does that react with you?? How did your last new sales person commit to success.

## **Attitudes NZ Survey :**

the latest survey on NZ buying habits shows that we are bouncing along the bottom of the market some days up and some days down and their lack of confidence in the market is affecting spending power.

Saving ability, spending power and retirement security continue to be the top three stressors, with women still slightly more stressed than men. Retirement security is a particular stressor for those aged 35-64 years, job security is for New Zealanders aged 45-54 years, and 15-24 year olds are stressed about their education.

Not all New Zealanders are confident that the recession is over, with confidence levels being at very similar levels to six months ago, with 46% still not confident it is over, and over a third being neutral (37%). Habits around paying off debt and spending also remain similar to what they were in November 2009, with two in five New Zealanders intending to purchase something valued at over \$2000 in the next six months, most commonly cars, holidays and house maintenance/renovations.

When it comes to day to day shopping, almost two-thirds of New Zealanders said that the economic climate has influenced them to switch from buying branded products to house brand products.

and when it comes about Debt free, The majority of New Zealanders are putting more effort into becoming debt free (63%), with a quarter already being debt free (24%). Slightly more females are doing more to become debt free (66%), as are those aged between 25 to 54 years in particular.

The younger and older age groups are more likely to be the ones that are already debt free, and it can be assumed that they either haven't entered the debt cycle yet (younger), or have done so and paid off that debt (retirees).

When New Zealanders were first asked in the November 2009 Attitude NZ survey how confident they are that the recession is over, more than half were not confident (53%), with only 16% having some confidence it is over.

The results six months on show only a slight shift in confidence. Fewer than half are not confident that the recession is over (46%), with 17% confident that it is. The main shift can be seen in those who are neutral, now at 37% compared to 31% six months ago, indicating that perhaps there is still some uncertainty where the recession is concerned.

Males are only slightly more confident than females that the recession is over. More New Zealanders aged between 45-64 years are not confident it is over, with more of the younger age groups (particularly under 35 years) being neutral, and more of those aged 65 and over confident that it is over.

## **GeewizTV.com and Geewiztv.info**

are coming, you can check out the demo website for my new venture GeewizTv which will be a site for watching skill videos and learning more. The site is nearly complete just waiting on my content, but you can take a look and book mark for the future.

You will be able to log in and watch 15/30 second vidoes for free on selling and markeitg topics and then buy a low \$50 for 3 months access go and watch the wide range of training and skill development videos to fine tune or just motivate you for the day, with new vidoes being added every month and webinars to conenct with too.

This is my idea to spread the skill developments to as wide a audience as possible, another Geewiz first!!!

## Offer for Geewiz readers from Leah Poto, An eye 4 Art,

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. STUDIO: 09 2640557 MB: 021556497  
EMAIL: leahpoto@xtra.co.nz WEBSITE: www.leahpotodesign.com

### Geewiz Coaching :

yes you can succeed in your business or personal career with my personal coaching in person and email and phone support to keep you on track and progressing. To investigate how I can assist you email me at [richard@geewiz.co.nz](mailto:richard@geewiz.co.nz) or phone me on 0274720410 or 0800GEEWIZ.

#### here is some testimonials from my recent coaching clients:

Many thanks Richard – in explaining things that we have been doing (and another reason why I have been so busy) I realise the large number of influences you have had on our business and my life. Paul Richards CEO

Just dropping you a note to say my sales are up 100% this financial year on 2 products since attending your sales seminar in Ch-Ch. in May.

The three key areas in nailing sales are,

1. A choice of two.
2. A follow-up call with date and time to finalise deals.
3. A sweetener, eg some free product to compliment a "pricey" sale.

Regards,  
John Stevens, Livestock Supplies,

Thank-you so much for sharing your wisdom and sales experience with me today.

Just want to acknowledge your practical assistance and skills in turning my business around in just 12 weeks.

With the change in business conditions last year my business was struggling.

A new definition suggested by yourself of what my 'market' now is was a major driver of change.

This change including the business name and the 'price point' necessary to increase occupancy.

Thank you for your practical strategies, coaching, mentoring and consulting.

You came through for me 20 years ago with another very successful business and I can continue to recommend your services with confidence.

Thank you

Peter Nathan  
Director  
Kudos Airport Apartments

I've come home feeling encouraged and supported for my future in sales regarding my 'parent help' business. Lindsay Dowman

I would like to thank you very much for the inspiring days training yesterday, I truly enjoyed and appreciated your efforts and skills and believe I gained good supportive knowledge for the day.

Kind Regards Richard Foon Manager Quest On Lambton

I had asked Judith to pass on my thanks but I feel the need to thank you myself... so thanks!

I have already put some of your techniques into action.

Three weeks ago tried to sell some of our product to a customer, I did not give a time time frame, just told them the price, the benefits and left it up to them to decide if and when they would like to purchase.

No response after 3 weeks....

Thinking about your seminar I decided to act, so yesterday I sent an email to my customer, saying that we needed an order by 5pm Friday 25 June.

Well what do you know, first thing this morning we have an order!

I would never have thought, something so simple would have been so effective. Thanks again  
Richard.Cheers, Lewis

**Seminars coming up :** check out the details on my website [www.geewiz.co.nz](http://www.geewiz.co.nz) and book online or contact to book. All these seminars can be personalised for in company training or conferences.

**11 August Prospecting Hamilton and Ak**  
**17 August Territory management Ak**  
**18 August Advanced serious Selling Ak**  
**24 August Sales basics Ak**  
**25 August Leadership Ak**  
**27 August Geewiz breakfast Ak**  
**28 August How to be more successful in life and Business**

**14 Sept Sales basics CHCH**  
**15 Sept Leadership CHCH**  
**21 Sept Sales basics Ak**  
**22 Sept Customer service basics Ak**  
**25 Sept How to more Successful in Life and business**

Overseas trips for seminars are planned for Malaysia and Phillipines in August and September.

**Buy1GIVE 1,**

a new concept many of you have learned about from the Paul Dunn seminars where by each time you book a seminar with Geewiz, a child gets water for access to clean water for 1 year. this is giving ethics from business and cleints that really does make a difference. to learn more about this go to [www.big1.com](http://www.big1.com). and remember your attendance at a Geewiz seminar gives the most precious life gift fresh clean water....

What a challenging business quarter we have had with revenue up and down yet we have survived and the light is coming down the track, stay focussed and chase those decisions and ask for help if you need it!

Regards



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