

**From:** Richard Gee [richard@geewiz.co.nz]  
**Sent:** Sunday, 11 December 2011 9:41 p.m.  
**To:** richard@professionalspeakersnz.com  
**Subject:** Geewiz news December, positive sales and marketing ideas

december good news

Hi Richard,

Geewiz news December  
in this issue you will find stimulating sales and marketing ideas

**Geewiz thoughts on the successful year 2011**  
**employment opportunities**  
**Seminars January 2012 and beyond**  
**Customer service developments**  
**Innovation**  
**the Muppetts and social media**  
**How to use linked in better**  
**Small business branding**  
**Testimonials from clients**  
**Conference speaking**  
**coming seminars.**



**2011 more than survival**, it was busy and successful for my clients and seminar involvement, so thanks for a great year, Rugby world cup win, Election result, and business developments. I reviewed my 2011 year this weekend and I was surprised at the results for what everybody said was a tough year...the Geewiz network was very busy.

My public seminar participant numbers in Auckland, Wellington, Christchurch were up as were the number of in company seminars and workshops, and international speaking programs and the testimonials from the people attending were great so many people took up new challenges and became successful.

**In my clients, examples of success include :**

**[a]building supplier with massive turn around and hitting sales budgets for the first time in 3 years**

**[b] media group sales up 55%/It services company above budget and new staff**

**[c]health distributor branding strategy launched**

**[d] Printer grows 15 % and achieves business takeover for growth**

**[e]Licensing model launched for Kids activity entertainment supplier**

**[f]Building maintenance supplier gets into finals of Westpac awards for the second year and has 100% growth/ new Online marketing agency company launched**

**[g]new heat pump solar water heater launched**

**[h]Accommodation property franchise coaching developments successful**

**[i]Electrical services company releases new strategy for customer satisfaction and leadership development**

**[j] retailer helped to exit lease and start new retail outlets**

**[k]Promo company rescued from brink and now booming**

**[l]Mobile phone business's helped to develop new successful sales and marketing strategies/**

**[m]Professional services company restructured after contract collapse**

**[o]Christchurch clients rescued and helped into recovery mode**

**[p]Magnet print company helped to launch and massive sales growth in just 6 months**

**[q]Website IT service company re structured and launches new products and takes off**

**[r]Gym group has best ever growth year for new members**

**[s]Research client gets new focus and prospecting structure**

**[t]real estate agent gets new client base**

**[u]new software released into market.**

2011 was a year that had the business "ball"rolling along rather than bouncing, and decision to fix problems were being made whatever those problems were.

I moved house from Stanmore bay after 24 years to Tuakau and spent the year watching my grandson develop so fast, human development is amazing!!! My Rotary involvement with a new club at Tuakau and launching successful publicity websites, facebook, and club projects to raise over \$6000 were personally satisfying, along with the completion of [www.geewiztv.com](http://www.geewiztv.com) my new website project and the revamp of [www.geewiz.co.nz](http://www.geewiz.co.nz).

thanks to all clients for letting me work with you on your problems and the opportunities!

#### **Situations looking for good sales people:**

**Embroid me** a successful Auckland company wants a sales rep who loves prospecting and building relationships ring Roger at EmbroidMe City West  
171 Hobson Street, CBD | Auckland 1010  
Phone: 354 3340

**Samoa Multi media group** : a successful radio/ newspaper/ websites/ Tv group focussed on Samoan Spending power has two opportunities for sales reps to grow the business  
contact Ane Ponifasio  
Managing Director

Office: 3 /36 Hobill Ave. Manukau  
p: + 64 9 262 1593  
m: + 64 021 922 870  
w: [www.radiosamoa.co.nz](http://www.radiosamoa.co.nz)  
w: [www.samoatimes.co.nz](http://www.samoatimes.co.nz)

**Seminars January : Your investment only \$500 per day. GST inclusive.**

**Jan 17 Auckland Sales basics**

**Jan 18 Auckland Create a Strategic Marketing Business plan in 1 day**

**Venue : Double Tree Lodge Conference room, 80 Great south Rd, New market**

**Jan 19 Christchurch Sales basics**

**Jan 20 Christchurch Create a Strategic Marketing Business Plan in 1 day**

**Venue : Westpac Business pavilion, Addington Racecourse.**

**Customer service excitement:** Chris Bell from Christchurch is a expert on customer service experiences development and he shares this:

A Vital Business Collaboration Now Available.....

Thinking that smart marketing laced with sharply discounted deals will replace disgruntled customers is no longer a sustainable business strategy in this tough economic environment.

This according Dr Ian Brooks, Chris Bell and Paul Linnell three of New Zealand's leading experts in customer care and customer experience management.

To help business grow in these challenging times these three exponents of customer excellence have just launched Customer Experience Management NZ (cemNZ)  
[www.customerexperience.co.nz](http://www.customerexperience.co.nz) an organisation dedicated to promoting, encouraging and supporting excellence in customer care.

Business is starting to realise that in a world of excess, uniformity and repetition, people buy experiences, not products or services, says Brooks, spokesman for cemNZ. When people feel good about a customer experience, they will not only return, they will tell their friends. And that's the best way to grow your business

To turn a financial transaction into a rewarding experience, businesses have to be creative and they have to be fully committed to seeing the world through their customers eyes, adds co-founder Chris Bell. Customer Experience Management NZ provides a one stop shop where businesses can get access to the latest information, industry experts and practitioners simply on to the cemNZ site. Membership is free.

Co-founder, Paul Linnell believes the whole economy will benefit if individual businesses take advantage of this resource. Consequently, Linnell expects both business and industry associations will endorse cemNZ and encourage their members to take advantage of this unique opportunity.

Business is tough but not complicated, says Brooks. Those who make it about the customer profit and those who don't fall by the wayside and usually blame the tough economy for their failure.

For further information contact [chris@customerexperiences.co.nz](mailto:chris@customerexperiences.co.nz) [www.customerexperience.co.nz](http://www.customerexperience.co.nz)  
mb 027 2792360

#### **update from Martin Gray a innovative artist and entrepreneur...**

Richard, Thanks for keeping me on your list, though I have been moving more and more back towards developing my creative projects more than promoting in the last year or so...

The book I last mentioned is posied for (self) publication, and available within the next few weeks or just after xmas (updates here: [www.dogbark.info](http://www.dogbark.info))

In fact I realise I am most talented and capable (as well as get most enjoyment) from being the artist/initiator in my life and work, and by prev following a role of trying to be the sales/promototer and somehow earn off that (and left my art way too far in the background) has led to some distortion of my results and finances to be honest.

Therefore I have re-gathered and re-assessed and where I am headed, (and maybe you can be some help in the connecting arenas here) and have put the word out to attract expressions of interest and invitation for those with the complimentary skills I don't have in my 'team', to collaborate and work with me, towards much bigger and more fulfilling outcomes. (below)

I'm taking the liberty to fwd this to you, that you may know the right kind of people that this can be of interest to ? I have kept it within my own networks so far, but ripples lead to ripples etc, don't they !

Best wishes: thanks for the ongoing material of your own, and for anything at all you may be able to help with here too

Martin  
021-157-8856

#### **Muppets win with social media ..**

[www.Google.com/AdWords](http://www.Google.com/AdWords)

The Muppets are back! On Nov. 23, Walt Disney Pictures is bringing its next live-action Muppet film, aptly-named The Muppets, to movie theatres across the country.

The film release is the culmination of a multi-pronged marketing campaign that has embraced the social and digital spheres, and in the process, helped reinvigorate the Muppet brand.

It's rare to see such solid execution on so many digital and social channels and for that reason, I wanted to take a deeper look at the various aspects of Disney's and The Muppets Studios' efforts.

Over the last two years, The Muppet Studios has embarked on a proactive social and viral campaign. It all started with an epic cover of Queen's "Bohemian Rhapsody", and was followed by more songs, iPhone apps and responses to episodes of Internet backlash with just the right amount of aplomb and visual humor.

In retrospect, the timing of these viral video endeavors was perfect. It coincided with the original announcement that a new Muppet film would be coming to theaters.

Over the last eight months, Walt Disney Pictures has done a lot to virally and socially promote The Muppets across social channels.

In fact, we would go as far as to say that the campaign for The Muppets is one of the most socially savvy we have seen from any studio for a major release window. Let's take a look at some of the ways social and digital have come together to promote the film, connect fans and spread the word.

#### **Facebook**

The official Muppets Facebook page has more than 1.1 million fans and individual characters like Kermit, Miss Piggy, Gonzo and Animal have their own fan pages and campaigns. The Facebook pages have been well-utilized to spread informational and video content.

Disney also created The Muppets Fan-A-Thon on Facebook to entice fans to "Like" various characters, pages and videos in a bid to unlock advance screenings. Cheekily asking for "1 bazillion

likes,” the campaign has yielded over 2 million likes since it started.

## **Twitter**

The official Muppets Studio Twitter account is manned by Statler & Waldorf, the best hecklers this side of the universe. The account has nearly 70,000 followers and sends out gems every day

## **Mobile Apps**

Disney acquired the game maker Tapulous back in 2010, so it makes sense that Tap Tap Muppets would hit iOS. Mobile video app Viddy also has special pack that lets users insert characters from The Muppets into their videos.

## **Google+**

The Muppets was one of the first brands to join Google+ and its Google+ page is a great example of how brands can effectively leverage the platform.

Stars from The Muppets — including Jason Segel — even appeared in a Google+ Hangout. You can see the highlights on YouTube

## **YouTube**

YouTube has had a huge role to play in promoting the film and the brand itself.

Not only have Disney and Muppets Studios used YouTube to great effect in creating viral music videos, they also created movie trailer parodies spoofing other blockbuster films like The Hangover Part II and The Green Lantern.

Most recently, YouTube was used to release a new video preview of The Muppets Soundtrack, using commenters from negative YouTube users to pepper the soundtrack preview. We love it.

just look at this combined effort to target customer segments.

## **Using linked in better:**

- [1]remember Linked In is about networking...on line
- [2]Complete your profile fully
- [3]connect with everyone
- [4] list your website in your profile
- [5]ask and give recommendations
- [6]give more to get more, contribute to discussions always
- [7]Join groups
- [8]Create a company profile as well as your own profile
- [9]use lots of keywords in your descriptions
- [10] use the linked tools to add useful values.

## **Small business branding can be protected:**

go to [www.iponz.govt.nz](http://www.iponz.govt.nz) and register your brand name or register your design of your logo of only NZ \$115. Yes this is a great way to protect your IP and brand development. once protected you can stop any copies or close encounters and make sure the good work you do with customers is kept for you. the website is self explanatory but if you need help contact me.

## **Conferences coming up in the new year?**

why not have a training development session to stimulate your sales people or customer groups. I have lots of program content and experience [over 10000 presentations] to make sure your team

gets great value and learns skills or takes up challenges to change.

**Testimonials : as some of you know I use my skills to help clients in many ways, including MC at weddings, here is some recent comments:**

Dear Richard

It is so hard to put into words the gratitude that we all feel for both Judith and you being at the wedding, and ofcourse the way that you as MC steered the wedding night. We feel that you added that special magic to our special day, and would like to thank you from the bottom of our heart for everything that you did to assist us.

Second day back at work is never fun.. but it is nice to be back and to have things coming back to normal again. You had lots of compliments for your elephant shirt... we will send you photos.. but this was just a note to say how much we appreciated your help.

Thank you again.

Kind Regards

Manjit Singh  
Managing Director  
Quest on Willis

and a recent seminar participant:

Hi Richard,

Well since returning to the office after your course we have all had a lot to think about. One of my tasks from seminar day was to practice asking open ended questions.

This was more of a challenge that I anticipated. It is very hard to break the habit of asking yes/no questions. I am please to say that I am now successfully asking questions and getting a lot more information from my clients. I have found that if I pause and take my time reponding then I can formulate the question in my head and ask it naturally.

I am looking forward to receiving the Cds so that I can listen to them in my car.

thanks

Kind Regards

Danielle Teixeira  
Sales Representative  
Linku2 Hibiscus Coast

Hi Richard

Thanks for the training on Wednesday.

Also the presentation with PGG Wrightson on Thursday I did went really well, I took on board the comments re stance, where to stand, use of arms, voice and I even got Handout printed prior to the meeting on your recommendation and I think that was very useful. Feedback was positive I will keep working on things and my let you know from time to time how I get on

--

Shane Tarrant  
Territory Manager - Lower West North Island

Dear Richard,

Congratulation to New Zealand rugby team and the nation for having won the world cup. I watched the games throughout the entire game schedule. I even bought a New Zealand rugby jersey which costs me RM500 but it was truly satisfying while for me they for they became champion for 2011. My favourite player is Weepu.

Regards,

Othman Abdul Rahman

Good Morning Richard,

I attended the "Sales Basics" Seminar held on Tuesday, and would like to express my thanks to you for your time as well as the content of your presentation. As I explained briefly on the day, sales is something completely new to me, and the industry has proven to be fairly difficult to pitch also - in short, I was feeling overwhelmed, defeated and was about to throw in the towel.

After attending your seminar, I feel confident that I CAN do this now that I have some well explained techniques and general knowledge. I have already adjusted my pitch (still in progress as I continue to use it) to incorporate more questions to create appeal in the first few seconds after introduction. Once I have nipped it out a little further, and feel that I have done all I can on my own, I will email you a copy to read through and welcome any pointers or critiques (and anything you like also appreciated, so I can see where I am on the right track).

I have done my list of Features to benefits with a open ended question, and am going to begin using in script today also. I will (lastly) say that I felt so great yesterday, when I managed to use the objections formula to continue on with my discussion. Previously, I would have just said ok, thank you for your time. Huge difference in my confidence and I really think this will be reflected in my sales.

Thanks again,

Regards  
Denise Hay  
"decision maker"

to see other comments check out my website.....[www.geewiz.co.nz](http://www.geewiz.co.nz) or [www.richardgeewiz.com](http://www.richardgeewiz.com)  
and take the time to check out [www.geewiztv.com](http://www.geewiztv.com)

***thanks for a great year in 2011 and lets look at 2012 with new eyes and take up the challenges to make a difference.***  
***regards...***



Richard P Gee



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