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From: Richard Gee [richard@geewiz.co.nz]
Sent: Wednesday, 21 November 2012 11:13 a.m.
To: richardgee@xtra.co.nz
Subject: Geewiz November your sales and marketing strategy ideas....

November only 4 weeks to Christmas....

Hi Richard,

In this issue of Geewiz please find:

What happens when your world revenue slows down suddenly?

Will social media save your falling sales?

Making money from content on the web?

Why mobile marketing is attractive ?

What seminars are coming up ?

How to use Geewiz for your January welcome back to work....

Checklist for the next 4 weeks until Christmas..



What happened in Aust/NZ in the last 3 months,

was a sudden slow down in business not planned but just things did not fire up..... so if your team became lost as to why, bring them back to the small wins for each week and focus on what you do right weekly and then ask for more of the same.... The Vision becomes lets work with what we have not what we cannot get.

Will Social media save your falling sales?

Listen to what a leading CEO said:

Xero CEO Rod Drury says the one of the biggest changes social media has made to business is it has inverted the customer care queue. "A company's response to customers used to be done in private, now it's public. If you use that well it can give you a great competitive advantage."

Check daily what is being said on your social pages about your brand and reputation but dont use this alone..... your website is still your best message centre for information and making sure you get your communication right. Back this with face to face visits.

Watch the language you use to communicate as ever on your social media choices as it is seen as personal conversation, that any body can read.....

Sales is driven by targeting the right segment of customers with the right messages and power to negotiate, not commentary worries from social media.

What money can you make by content on the web?

Licensing is a huge money maker for many content publishers. Anyone can get into this market of selling product rights. It's not as difficult or complicated as you may think.

You basically take a collection of your own products, or products you own master rights to, and

bundle them together.

You then put them into a membership site or bundle them into a downloadable package, and sell it to others who need their own content.

Along with the content, you include the rights such as private label, resale rights, giveaway rights, master rights, etc.

This is a strategy to try when you have your own original content that you can license, and that takes time to create.

Remember, people who buy the rights to products are looking to save time and get a business started without all the usual hassles. Take as many of those obstacles out of picture for them as you can, and you'll see significantly higher sales of your rights packages.

Checklist for mobile marketing to mobile contacts....

Here is one of the best way to set-up a Mobile Marketing Campaign for a local business and build a mobile data base in just 8 simple steps:

1. Decide on an irresistible offer to give away to your target market (customers who walk to your store and on your website). A coffee shop can offer a free coffee, a hair salon can offer a 25% coupon etc.

2. Sign-up for a Mobile Marketing Platform.

3. Using a Mobile Marketing Platform ==> Create a Distribution List and Decide on a sign-up Keyword for it.

4. Create a Mobile Coupon offer using a Mobile Marketing Platform And connect your Sign-up Keyword with your Coupon Campaign

5. Make some Marketing creatives to encourage your actual and prospective customers (online and offline) to **Text a Keyword to your mobile number** in order to take advantage of your special VIP Mobile Offer.

6. Place your text Keyword Sign-up Flyers everywhere in your store: on the front door, windows, Tables, Cash counter even in the bathroom walls!

7. Train your staff to always invite your customers (new and regular) when they are at the cash register by reminding them to say for example: "Did you sign-up to our Mobile VIP club? You can receive a 25% discount on your purchase if you do it right now and you show me the confirmation sms message!"

8. Send Monthly offers/tips/advice to your new VIP Mobile list on your down time days. Make it clear that your offer exclusive promotions only to your SMS VIP Club members and Invite your new SMS Members to share this with their family and friends!

What seminars ?

last seminars for the year:

Dec 4 Sales basics Auckland: ideal for new sales people

Dec 6 Leadership Auckland : recharge your leadership skills to drive your Vision.

To book www.geewiz.co.nz or phone 0800GEEWIZ or text 0274 720410

Download a free GEEWIZ APP from Andriod Market place "GEEWIZ" to check out what details are on the seminar content..... and my Mobile friendly website will automatically come up for your device....

The GEEWIZ app will give you access to the stuff on my website in a format that suits mobile application..... If you need a supplier to create a Mobile friendly website or APP for you send

me a email and I will recommend a very good supplier for you....

January is a good month in NZ & Australia to focus your team to get the new year started with a bang and the actions underway for your Vision for the 3 months until March.... It is also a good time for Asia clients to train and develop your people while the weather is cooler...Upskill and train for the coming year to get better results..

I can assist with conference presentations and training personalised to suit your needs.

Just ask !

Christmas maybe just 4 weeks away, and here is a checklist to make sure you :

- [1] Visit your key accounts to say thanks for the year
- [2] You plan any Christmas gifts for maximum impact
- [3] Send thankyou emails to all your accounts
- [4] Make sure your sales team dont get into drinking silliness...
- [5] Make sure you get all the \$\$\$\$\$ revenue you can while decision are still being made.
- [6] As a alternative to gifts make a donation to your favourite charity, KIDSCAN is a very good recommendation from me.... and tell your customers what you have donated too.
- [7] Plan to relax yourself and enjoy your end of year....

Kidn regards and enjoy your next 4 weeks....



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