

GEEWIZ NEWS FOR NOVEMBER / DECEMBER 2008

In this issue of GEEWIZ NEWS you will find you will find some interesting and stimulating information about the following:

Numbers

The value of training

VIP Client relationships

Christmas thank you

Positive communication

Debtor Management

Summer Seminars

GeeWiz readers Offers

On-going seminars

Thoughts for 2009

NUMBERS:

The value of numbers is in their simplicity and on their ability to focus you on their activities that you need to do. So let's look at a few numbers.

30 seconds is all it takes when you are doing a face to face with a buyer to decide if you are interesting.

15 seconds is all it takes on the phone for them to decide if they want to continue listening to you.

87% of our understanding is visual what we see is what we understand.

13% of our understanding is what we hear sounds, words, and voices.

3 hits is the average ratio by having a successful sales contact, 3 visits, 3 follow ups, 3 activities or a combination of a visit, quote and follow up.

2 is that there is always more than one decision maker, it is the second person that you need to target, so always give two copies of your quotes.

100 leads in a basket will produce 50 qualified people to have appointments with.

25 Sales meetings will result that are worthwhile to quote.

12 quotes or sales will be achieved.

60% of sales people when turned down on their first visit never return to that customer.

25 years of training, challenging and encouraging people to change is how I have been in business.

8798 is the number of seminars I have completed to date.

196,000 participants have listened to my ideas for change.

3 most important words "Can I help"

2 most important words "Thank You"

1 most important word "Please"

Enjoy your numbers.

The Training Value:

I am often asked "Should I bother to train my staff" "Should I bother to train my sales team or should I bother to invest in people".

The short answer is "Yes". When you invest in training people apply it both for your own company, your customers and your own industry, so you improve the effectiveness, efficiency and sales budget results.

Training can take many forms, it can be "buddy training" or it could be training seminars or personalized training and it can be reading, on-line learning and attending conferences. But the most important thing about training is that it invites people to re-evaluate where they are, look differently from perhaps sitting in the past or present and look into the future.

The value of training is that people stay with your company longer if they have been upskilled. The value of training is that your conversion rates increase, the value of training is you get more efficiencies with your sales team.

The V.I.P Client & Your Christmas "Thank You"

By now you will have decided and no doubt chosen who amongst your VIP Clients are worthy of a little thank you for their business during the year. Whether it is a "thank you email" a "thank you text" a gift basket a promotional product or given an invite to attend a function.

A good way to identify those customers that have grown in business, maybe increased their range of purchases from you, and have maintained a good balance of payment history and sharing of their business plans with you.

In selecting your key clients be careful of selecting people on their personality of who you enjoyed being with, instead focus on those people that you want to reward for good behavior.

If your budget is tight even a visit to say "thank you" is quite acceptable.

Remember it is the power of the communication that says we appreciate your business that will repeat and build value for yourself.

Positive Communication:

Now is the time more than ever in the world to have "Positive Communication". So much of what we see in the news media today is about the negatives of finance, the failure of the financial world and people do not understand it.

They certainly do not want to receive more bad news, so in your company communication you can talk about the success you have had with clients, the problems that you have overcome, the wins that you have had, the innovations that you have, the changes that you have brought about and if you keep up a steady communication of positive information you will find that your clients look forward to your visits, enews, sales meetings etc, because people are looking forward with the right attitude rather than tearing up the past.

Focus in your meetings and get people to share their wins of the week, getting them to share when something is successful, share their results and why it happened, get them to share how a decision was made and if we learn to focus on what we want to happen which is the positive attitude mind set, we will always get it. When you allow yourself to worry and end up thinking which leads to focusing on the negatives is what you get.

If you have not yet seen the video clip "Red Cars" do try and watch it, it is about how to focus on what you want, so think about how positive your communication can be.

Debtor Management:

Now is the time for marketing & sales people to really get involved in the debtor management of your customers debts so you can keep your customers.

Do not lecture your accounts people or use Debt Collectors as Credit Controllers can destroy relationships that you have built up carefully over time because of lateness of payment.

What is happening in most markets these days is payments are late; it can be between 7 and 30 days late in some instances, simply because the cash flow in many economies is just not matching.

If your client is behind in payments phone them, find out what is going on and ask what help they need and then work to the schedule.

If you client has agreed to certain actions over the phone and has a difficulty go and visit them – take with you copies of everything agreed to and any background details and work on what can be achieved within their current cash flow, remember it is better to get some funds from them than nothing at all and thus preserving the relationship you have with them.

Of course Debt Collection Agencies do a very good job, but they should really be used as a last resort, by the time you have gone to an agency you have lost the customer.

Try very hard to keep customers by thinking about your debt collection strategies, are they in relationship to your strategies for new account acquisition and do you deliver the same exceptional customer service.

Summer Seminars:

Continuing the successful series of summer seminars, I will be offering in January seminars on Sales, Marketing Plan, Business Creation, as a way of adding value to those people who want to invest in themselves and their skills or companies who want to invest in their people for a great start to the New Year.

The coming seminars are: Summer fitness or upskill for a new job!

Jan 20 Sales basics Auckland

Jan 21 Creating a Strategic Marketing Business Plan Auckland

2009 Seminars are on the website so I look forward to you focusing on booking your people or yourself on to those seminars. www.geewiz.co.nz.

Offers from GeeWiz Readers

Salary survey reports from the EMA for 2008 are now available if you are interested in getting an idea of what you should be paying your team. Contact is the Employers Manufacturers Assn (EMA) on their website www.ema.co.nz.

Wayne Berry from Top Gun in Australia invites you to look at ways you can get your prospects to purchase more from you with w free 3 minute video blog "How to build a

strong bond with your prospects, so they will buy from you". You can check this out on www.topgunba.com.au and see what Wayne Berry has to offer.

Snappak Advertising is an interesting way to produce a mini bill board which can feature your brand or your product represented as a corporate gift, business card, sample, discount voucher or magazine insert. Snappak have an interesting way of looking at advertising and you can contact the team at www.snappak.com or phone 03 366 5682 to speak to a member of the team.

If you are looking for an interesting place and organizer Sandie Byrne from Abracadabra Events can organize unique Christmas Functions and they had on Saturday 6th December a Christmas Function with David Beckham from the LA Galaxy Team. Sandie can be contacted on 021 431 007 or email abracadabra@xtra.co.nz.

If you are interested in a Merry Christmas Santa to pop up on your website to wish your customers a Merry Christmas for an investment of \$250.00 a great little company called "Introweb" can arrange this to happen for you. Contact Karthik@introweb.co.nz. Alternatively if you want to have a innovative live video pop up on your website contact Steve or Lise Moodie at introweb.co.nz and the phone number is 0800 468 769.

The 2009 Auckland Business Expo which is a focus on small to medium businesses will take place on 27th – 29th May 2009 at the ASB Showgrounds in Greenlane. Dean Wilson can look after exhibition sites for you and you can contact Dean on wilson.dean@xtra.co.nz or 021 637 636.

Dear Richard

Wonder whether you are able to help us! For over 20 years we have been helping as usual families to educate and migrate to other countries from Fiji due to the political situation which still exists. Presently I have a nephew who has Fijian National Diploma in Electronics Engineering. 3 years work experience in Ricoh Fiji. Now has NZ Diploma in electrotechnology. Since he finished his final exams last week we have been desperate to find him a job. He has nothing to go back to Fiji. Father passed away and mum has nothing whatever. Can you please help.

Kind regards

Ratna & Purshottam [krishnan.pvr@gmail.com]

Pat Armitstead says :Here is intention in action !! I have just been booked for an interview with Newstalk ZB on 2nd January 2009!! The topic?**Pay it forward!**

How funny is that ?? **The mission now is to see how many of you can send me a story of how you paid it forward** [joyologist \[joyologist@humour-resources.com\]](mailto:joyologist@humour-resources.com)

If you have any offers that you would like to share with GeeWiz Readers all you have to do is send it to me and I will include it in the next newsletter.

Motivational Video Clips:

A very good source for this is a company called Simple Truths.com where you can download or watch some fabulous little successful stories and if you like lots of little quotes they have some really interesting activities available in book form or on DVD, an easy little place to go to and in their latest ones they are featuring natural views with wonderful sayings on them.

Well 2008 is nearly over lots of changes have occurred over the world and we move at a rapid pace into 2009. Take a moment out to list some successes that you have had and then list the successes that you would like to have in 2009, write it down on a piece of paper and then look at it on New Years eve to focus you back on a great life, not only in your business but in your lifestyle, and lets all work together to keeping ourselves in business in 2009 and focusing on our Sales & Marketing to bring in that customer growth & development and most of all focus our results on being "Better than Yesterday"

I'd like to wish you all a very Merry Christmas and a Happy New Year for 2009 and thank you for your wonderful support.

Kind regards and have a great Christmas and New year what ever you may doing

Richard P Gee

Geewiz news is read by over 50000 + people in New Zealand, Australia, Singapore, Malaysia, Vietnam, India, Philippines, Tonga, Samoa, Fiji, New Caledonia, USA, Germany, Canada, United Kingdom, South Africa, Dubai, France, Germany, Sweden, Norway, Finland, Brazil, Chile, Mexico, Japan, Korea, Taiwan, China. Please enjoy and your feedback is always welcome.: richard@geewiz.co.nz.

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