

GEEWIZ NEWS FOR JUNE 2008

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Celebrating 25 Years!!

In May 1983, I first started my consulting and training business and since then have had the wonderful experience of dealing with many companies and clients and meeting some incredible talented people through the seminars, workshops and conferences.

For the numbers I have completed 8,798 presentations, workshops and Conferences, in over 34 different Countries, to over 193,000 people in that time.

From early beginnings of helping people understanding marketing to today where you focus on strategic strategies, brand strategies, and the people who have got to focus on those different marketing choices with a much more complicated media choice and many more options available.

From being a champion of Direct Marketing, data base marketing, to now email and SMS text marketing, the only thing that has changed is the method of contact with the client.

Seminars have changed from 3 and 4 day events to how much information can you fit in in half a day, or could you do a 90 minute key note presentation at a Conference on 1 or 2 subjects.

Many thousands of emails prompted by the 12 month email support, or the 0800 phone support have been fabulous and still continue to motivate, challenge and provide good news for passing other seminars and workshops.

The clients success and I still have many marketing clients that have been with me for over 20 years, the roles may have changed now, the advice maybe different, the contacts maybe less frequent but it is great to be with such fabulous people as they have developed their companies and developed their own staff and sons & daughters now.

I now have the sons & daughters of people who first coming on night school classes with me as the lecturer through to day seminars, through to "I remember you in the Flag Jacket" and could you please pass on the same information to my team.

Along the way I am proud to have completed a number of unique firsts with many clients and also helped to create the Sales & Marketing Institute of New Zealand into what it is today, Diplomas and Degrees in the Polytech system for Sales, Marketing and the different principles of Marketing, programmes and courses that have since been developed to NZQA status, and ofcourse along the way have managed to write a few books on Sales, Marketing topics.

My reasonably frequent comments in Business Magazines, Newspapers, Television continue to build the profile of Geewiz and raise controversy when people do not always agree.

Whether it has been in New Zealand, Australia, India, England, Asia or through the Pacific. The wonderful challenges of getting people to focus on their customers, help them make decisions, “Challenge for Change” and implement my “Better than Yesterday” concepts or 90 Day Action Plans is great.

So where to from here, I continue to keep focusing on doing exactly what I enjoy best, meeting with people and helping them change their minds and strategies either through consulting or through seminars, workshops and speaking.

A great big thanks to all of you who have supported my ideas, read GeeWiz news from its early printed handouts, faxed copies through to the email copies and supported my many challenges, it has been great lets continue on for another 25 years and see how the power that is within ourselves to develop our attitudes and take actions to show our abilities really does make a difference when you focus on it.

It has been a great 25 years during this year we will have some celebrations where I would love to invite the Geewiz community to come and celebrate with us. Look out in the next newsletter for the dates.

Offers to Geewiz Readers:

Amongst the many Geewiz people in the community here are some interesting offers that you might like to take up.

[1]IBM through its advertising agency Ogilvy New Zealand, contact Rochelle Cass, ph 09 912 6641 has got a business forum in August, where they are going to be looking at a focus on Sales & Marketing activities.

[2]Universal Events in Sydney publish a magazine called “Think Big” and it is available for you to read online, just go to:

http://download.digitaldm.com/download/thinkbig_1251.htm

[3]There is fabulous new e-magazine called New Zealand Sales Manager Magazine. Contact: subscriptions@nzsalesmanager.co.nz and you can get yourself a free subscription, it is a really good magazine which focuses on New Zealand activities and focuses on Sales and managing sales people. There have been 2 issues out to date with a 3rd issues well on its way. You can look them up on their website www.nzsalesmanager.co.nz and the contact is Richard Liew.

You can also see copies of the magazine in the free downloads area on the Geewiz.co.nz website.

[4]Chris Claridge of Chris@id.co.nz is looking for a Senior Office Administrator P.A. who is informal, dynamic and real fun to work with.

ID Limited is a print design and ad creative shop and it is now multi-media winning company that is really going places, if you know of anyone who would be interested contact Sandy Boyd who works with Chris: sandy@id.co.nz

[5]Jay Abraham of jjay.abraham@abraham.com is very focused at the moment on helping businesses get reinvented in today’s brutally competitive market place, he comments “It means developing a different strategy, better approaches and more extreme marketing methods, and you have got to start shifting dramatically”.

Your change has got to accelerate and happen rapidly that means the pace of rethinking everything you do is right now, it is imperative to focus on concepts that are a little bit different and he has formed a brain trust where people can share ideas.

Go to www.abraham.com/goldennugget

Go to Marketing :

The Chief Marketing Council has just released a study in June 2008 along with

The Boston Consultancy Group, on the need to rethink and recalibrate marketing and sales processes.

They have created a concept called Go to Marketing Capabilities, and they have been measuring companies Go To Market Processes which is the strategic and tactical aspects of delivering and supporting a product or service offering in the market place.

This can include product specification, pricing, distribution, marketing communications, sales, after market support, and customer experience management and all the things that go together with delivering to a customer.

The interesting factor of the research is only 6% of senior marketing executives rated their Go To Market capabilities as extremely good, the majority are striving to improve their Go To Market skills and unfortunately focusing on small or near 12 week term problems instead of long term marketing strategies, which is creating a short sightedness for enhanced efficiencies.

Continuous changes in the global market place requires companies having a strong on going development focus on a proving Go To Market capabilities, they need to have marketing sales functions working together closely aligned with a growth plan and striking the right balance.

Some other findings from this research – very slow transition from vision to action, taking too long to get it through, short term over long term, high ranking executives focusing on short term results rather than long term focuses, insufficient training relative to talent investment, not training the people, focused inward instead of outward, and resting on the tried and true instead of looking at different ways of doing things, tried and true such things as just focus on revenue growth, acquisition and retention, market share and margin improvement, instead of looking at fresh innovative thinking.

For more information about the ideas, go to www.cmocouncil.org

Some great information and contacts with these people.

Web Tip ;

If you care to go to www.bizweb2000.com/membervideos.html you will find a fascinating series of free videos called mini site profits exposed. They walk you through how to create a killer mini website from the ground up focused on earning revenue.

The creator for it believes that first of all he must get readers to trust him, so he is giving away some of his great ideas, there is some very valuable information and well worthwhile having a look at.

Many of you will know that on my website I regularly include in the free downloads area the bizweb newsletters from Jim Daniels who is a really great ideas person on what to do on the web.

Maps from NZ AAmaps;

My good friend Luigi Cappel of GeoSmart is now providing a fabulous service for people who want to put a map on their website so people can find you, it is using the AA maps concept and all you do is embed a code onto your website and it automatically comes up with a map showing where to find you.

It will even give you directions just like google maps and some of the others, you can get hold of Luigi on luigi.cappel@geosmart.co.nz or phone him on 09 966 – 8768 and he will tell you all about it, it is free, you can register your business you can get yourself set up and make it easier for the customers to find you.

If you want more information go into maps.aa.co.nz.

SALES TIP:

Remember to go back - there is an incredible statistic that suggests that 60% of sales people when turned down on their first visit never go back to that customer.

Just think how easy it is to make yourself different by always going back, after all you are not there to sell the customer anything, you are there to help them make a decision to let your company have a share of their business or to have a look at your business so they may have a share in the future.

Simple Rule – Always go back.

Next Sales Tip:

Ask for the order – when I talk to Sales Managers today a lot of the requests are how can get our team to close the sale, get commitment or ask for the order.

Ofcourse you do not walk into the customer and introduce yourself and then ask for an order, you have to build to that commitment by the way you identify with the customer their needs and wants, their problems, the solutions and get them to understand the benefits of your service. To get the commitment or close the sale you have to put the work in before hand and build towards an easy decision that can be made. It is not about offering a deal or a discount or a whopper offer to try and close it.

The strategy should always be build towards the commitment decision do not offer deals to try and close something.

Never walk out of a sales discussion without having asked for a commitment or asked why not.

If it is part of a longer going series of presentations to build to the commitment always set yourself an objective to achieve for the next visit.

Sales people who win today are the people who ask for a commitment.

TWITTER - have you twittered yourself yet? www.twitter.com

Go and visit twitter.com this is a unique approach to communication networking based on simple SMS, what are you doing now, what are your friends doing now and you can focus on SMS, the web and share some contacts, yes it is another social network but it has some interesting twists.

Seminars Coming Up:

DATE	TOPIC	LOCATION
8 July	Supervision	Christchurch
8 July	Attitude & Motivation	Christchurch
9 July	Time Excellence	Christchurch
16 July	Attitude & Motivation	Auckland
17 July	Creating a Strategic Marketing Plan	Auckland
22 July	Sales Basics	Auckland
23 July	Serious Selling	Auckland
28 July	Prospecting	Christchurch
29 July	Sales Basics	Christchurch
30 July	Sales Management	Christchurch
31 July	Marketing for Non Marketing Managers	Christchurch
5 August	Supervision	Wellington
6 August	Sales Management	Wellington
11 August	Marketing for Non Marketing Managers	Auckland
12 August	Prospecting	Auckland
19 August	Sales Basics	Auckland
21 August	Time	Auckland
26 August	Sales Basics	Wellington
27 August	Serious Selling	Wellington
9 September	Marketing Audits	Wellington
10 Sept	Time	Wellington

11 Sept	Marketing for Non Marketing Managers	Auckland
16 Sept	Sales Basics	Christchurch
17 Sept	Serious Selling	Christchurch
18 Sept	Attitude & Motivation	Christchurch
23 Sept	Sales Basics	Auckland
24 Sept	Serious Selling	Auckland
25 Sept	Attitude & Motivation	Auckland

There is also a series of seminars for Biz North which will be for companies and individuals in the Northland area of Whangarei, Kerikeri, Dargaville, Kaitaia, from August 13th – 15th for bookings contact Biz North or send us an email.

The Sales & Marketing Awards are going to be held on 22nd August so it is not to late to get your entries in, visit www.salesmarketing.org.nz

And ofcourse there is the regular **Auckland Sales Breakfast** that is held on the first Thursday of the month July 3rd at the Kingsgate Hotel Parnell, features Geoff Wake on how you can change the minds thinking through the use of words.

On 7th August the Sales Breakfast will be focused on Getting Commitment and Closing the Sale.

The September Breakfast (4th) will focus on How to become a Top of Mind Sales Person.

In Company Seminars, yes I do a lot on in company seminars whether they be half day, 90 minutes or speaking at a Conference around the Sales & Marketing Topics that are relevant to today and helping people handle change.

It does not make any difference where you are in the world, yes we can assist you with in company training workshops or speaking at your conferences.

So coming back to our celebration of 25 years once again thank you for all the support from the many people who I have worked with and will be working with in the coming years, it has been a great 25 years lets keep on enjoying ourselves and focus on helping some more customers making some strategic decisions.

Go out there and enjoy yourself.

Kind regards



Richard P Gee

Geewiz news is read by over 25000 + 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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