

GEEWIZ NEWS FOR JULY / AUGUST 2008

Welcome to Geewiz news for July & August 2008.

Coming up in the next 7 days are the incredible Olympics, where so many people from around the world will challenge their attitudes, their skills and create outstanding performances that will leave us all in awe.

In this issue of GEEWIZ you will find:

How to use the Olympics with your Sales Team
Cash Flow ideas
Offers from GEEWIZ readers
Looking for new Business
Seminars
International Assistance

OLYMPICS & YOUR SALES TEAM:

The opportunity to focus your sales team by participating in the Olympics with such things as awarding Gold medals for new business. Or looking at particular sports and focusing on the preparation of the athletes put into it and then relating it back to your sales teams preparation.

Looking at the attitudes of the winners and the attitudes of the also rans and again relating it back to your sales team, do you want to be winners or do you want to be just a team member.

The Olympics are certainly about opening and closing ceremonies which are spectacular and you have a think about that as it relates to your sales team, what is your opening, what is your closing like – is it spectacular, does it attract the customers interest so that they will listen to the rest of your presentation.

Thinking of the preparation that an athlete must go through to win at the Olympics and what is the preparation that your sales team is putting together, are they going on seminars, are they adding to their skills, are they practicing their techniques or are you still doing the same as what you did last year.

Surround your sales training room, meeting room or board room with Olympic results, stories about the athletes, stories about how people have without to get themselves to this incredible once in a lifetime competition and ofcourse you can even have the results on the internet or watching on the internet or even have your sales team focused around watching a certain sports event and seeing the result and then going into your team meeting.

The Olympics is an opportunity for you to show your sales & marketing teams and customer service teams what it is like to be a winner and what success looks like.

CASH FLOW:

Right at the moment there is a very dangerous situation occurring in New Zealand where good companies are unable to pay their suppliers on time, and some suppliers are losing good customers because of the attitude towards debt collection.

It is important that you remember all aspects of your customer relationship and debtor control is an important part of that. You need to work with your customers through the difficult times as well as the good times.

Sit down with your customers that are a bit slower than normal, find out what is happening in their business, see what you can do to assist, perhaps even park their overdue debt into a separate ledger and they can then just chip away at it.

Also focus on the issues involved in keeping the customer doing business with you rather than having to go out and find new customers and run into a different set of issues and problems as you bed down your new customer.

Customers can be broken down into 3 types:-

1. those who can pay but won't
2. those who can pay but will make you wait
3. those who pay when they want to.

It is your job to identify with them how you can work on the issues involved with helping them realize that even part payment is better than no payment and that if everybody in the economy all works together to keep the wheels moving then we keep businesses operating.

Have a think about your debt collection procedures and make sure that your sales people are involved with your debt collection people to preserve your customer relationships.

OFFERS FROM GEEWIZ READERS:

Job opportunity at www.ayurda.co.nz

The owners of this incredible spa complex would like to have someone who can do some office administration, reception work, and also to participate in helping develop their product brands and their retail sales, so it is a bit of a mixture of reception, pa and brand marketing.

The contact is Rippan Sandhu and her email is rippan@xtra.co.nz.

If you are looking for a fabulous magazine to read there is a magazine called "THINK BIG", you can get it on www.thinkbigmagazine.com/subscribe.html this is a magazine about personal transformation about the odds, miracles and human achievement and success.

For those of you who have already taken advantage of the opportunity I gave you to attend the "Break through for Success, Wealth & Power" weekend that is going to be held in August, you might like to totally enjoy yourself along at that with a complimentary tickets for 2 people – August 15 – 17th at Telstra Clear Manukau City, just go onto the following website <http://champions.universalevents.com/au/ausbes.asp?cli=CLO2070354> and you will get the weekend for free, complements of my introduction.

The weekend is about how to develop your mind set, to set yourself up for a life time of wealth, plus a whole lot of other things and the 36 people who went last time, Chris came over and totally enjoyed it so you might like to take advantage of it, remember use the click on and you will be able to get through to it.

New Zealand Sales Management Magazine issue No 6, is now available for downloading FREE on www.nzsalesmanager.co.nz it has a very interesting article about myself in it but otherwise it is a very good publication to get hold of if you are in sales and management and ofcourse best of all it is free.

Steve King from Screentime contact 09 300 1349 or mob 0275 643 813 is looking for a telemarketer / sales person who can be involved in his busy sales department setting up appointments from their existing database, new contacts and also assisting in face to face calls to sell the Screentime Video Services.

Get in touch with Steve King he does a really great job.

Web Digital Productions, you might be interested in a service that provides audio visual production services and web video so that you can use video on the internet as a communication tool and do a lot more. You can have a look at www.digitalproductions.co.nz and contact Sharon Bailey 09 360 1717.

You might remember a business that used to be called "The Personal Touch" which sells lots of cards, they have now renamed themselves as "Cards with a Personal Touch" and they have a 20% discount on which you can take advantage of as a GEEWIZ reader, check out their website on www.cardswiththepersonaltouch.co.nz or get in contact with Loretta 09 476 6222.

The Marketing Association has recently launched a list warranty register, which is a list of database owners who have decided to run their lists that they market through a specific removal register that is maintained by the Marketing Association. Would you believe there is over 48,000 people who have asked not to receive marketing communications.

The place to go to check it all out www.marketing.org.nz/cms/resources/104 for more details.

The 2008 Humour Awards are going to be presented next week 11th August and if you would like a ticket to attend contact Pat Armistead the Joyologist on 09 428-3836 or check out her website at www.joyology.co.nz

PROSPECTING:

It is always important to go looking for new business and when times are tough it is useful to consider where you can get that business from.

The first most important place is new business from existing customer, who already have accounts with you, already know you and perhaps may not be aware of the full range of products & services that you have available.

Go through your customer database and have a look at all of the customers that have improved over the last year and have a look at what were the products or services that they purchased with that improved revenue spend with you.

The go down to the customers that have not improved and see how many of them were aware of those products or services that you now offer.

Remember it is your role to communicate what you have available, when it is available and why it is good to the customer, they do not have time to go searching to see whether you have that.

Ideal little ways to build business is to include enews letters in your deliveries, include flyers with your retail or counter sales, and to focus on a different product or service category each week with your sales team to remind customers of during their visits, during the emails, and even during their texts or for customer service to mention in all of the reactive telephone calls.

Most business growth comes from within existing customers.

However if you are looking for new customers outside your existing database first of all print off the category types of customers that you have within your existing database and then once you have identified the types of businesses that do business with you, go onto google or other search

engines and see how many businesses are listed in that category in the geographic area that you want to serve.

It is very easy then to target customers who are going to have a like mind set because you already understand at least something about that business segment.

The procedure then should be ;

1. Phone up to get contact name
2. Send an introduction to your organization and a possible agenda for a meeting
3. Pick up phone and ring them to ask for an appointment
4. Visit them
5. If you can't get a visit, send them a second package, either by mail or by email advising them of some testimonials about your customers that you already have and why they do business with you.
6. Repeat the process phone for an interview, go for a visit.
7. If that still does not produce results on the second time send them 1 last communication which is fear of missing out, where you tell about how you have been successful in helping organizations and invite them to take up a 9 minute or 19 minute meeting with you.

Then once you go into that new meeting make sure you walk in with an agenda, makes sure you have seen their website, so you understand who they are and use all you professional sales & marketing skills to encourage them to want to see how you can solve their problems and do some more business.

Remember prospecting is not just the role of the sales people it is everybody in your organization can be getting leads from media articles that they read, from people they talk to, from networking, from business card swapping, and a host of other different activities to keep providing leads for the sales team to then follow up and turn suspects into prospects into leads.

SEMINARS:

As you can see the coming list of seminars is available. And certainly while the economy in New Zealand is tight seminar numbers are down, but we still continue to run the seminars and I have and some great 1 on 1 seminars with some fabulous people.

In addition there has been lots of in company seminars that we have been able to do, so all you have to do is talk to me and we will see what we can do to help you.

DATE:	TITLE	LOCATION:
11.8	Marketing for Non Marketing Managers	Auckland
12.8	Prospecting	Auckland
19.8	Sales Basics	Auckland
21.8	Time Management	Auckland
26.8	Sales Basics	Wellington
27.8	Advanced Serious Selling	Wellington
4.9	Sales Breakfast – Closing the Sale	Auckland
9.9	Marketing Audit	Wellington
10.9	Time Management	Wellington
11.9	Marketing for Non Marketing Managers	Wellington
16.9	Sales Basics	Christchurch
17.9	Advanced Serious Selling	Christchurch
18.9	Attitude & Motivation	Christchurch

23.9	Sales Basics	Auckland
24.9	Advanced Serious Selling	Auckland
25.9	Attitude & Motivation	Auckland

Each of these seminars can be booked on my website www.geewiz.co.nz or you can phone 0800 GEEWIZ (433 949) or you can fax us on 09 424 3283.

In Company seminars, I do a lot of these and am only too happy to provide something personalised for you to actually assist you on what you need to achieve and some recent participants within company seminars Natural Habits Landscapers, Brelita, Quest Apartments, Financial Partners, Beauty Sense.

INTERNATIONAL:

The international world is certainly a great opportunity for New Zealand Companies who wish to take advantage of the New Zealand free trade agreement that we now have with China and the opportunities that are opening up in India.

To enquire about what opportunities are available in China contact the NZ Government trade & Industry Department, they have lots of good resources that will help you.

If you would like to see what you can do in India check out my website on the India contacts page with again lots of good resources to assist you.

Now is the time not to think of New Zealand as your market it is the time to think of what segments in the world are similar to what you do business with in New Zealand to see whether you can sell your products or services in those markets.

The internet and the web has opened up the wonderful world of communication to segments everywhere, remember it is better to be with a small share in many markets than have a large share in 1 market and be vulnerable.

The world is interested in New Zealand products & services and New Zealand people, the world particularly our near neighbours of Australia, Singapore, Malaysia, The Philippines, India, China and the Pacific Islands are very interested in what they can source from New Zealand because they know it is quality, they know that there is good supporting people and companies who want to make sure that their exports are a success and that they can get on and relate to the people because our ethics and principles are of a high standard.

Think about the opportunities with international sales & marketing and if I can be of any help to you let me know and we can sit down and brain storm where your opportunities are.

MARKETING & BRANDING CONSULTANTS

I really enjoy solving problems with companies who perhaps have a marketing opportunity that they wish to develop and exploit but have not quite worked out the right way to do it, or perhaps have been down some channels of distribution that has not worked and now need to rethink the exercise.

You would be amazed at how many ideas we can accomplish in a very short time, either by just doing a review or working continuously towards an end completion project result to make sure that your marketing strategies and the segments you are aiming at are the correct ones, your communication is correct to talk to them, and your people and sales people are able to get the commitment once they have struck the segment.

Your brand is vitally important and protection of the brand , develop and registration of the brand and the brand specifications and image and what the brand means are a highly effective way of building good loyalty relationships, a little tip – discounting damages your brand while it may increase sales and cash flow it has a longer term damage on your brand.

Please contact me if you would like to have some help with your marketing strategies or branding, I can sit down and discuss these generally at any time to suit you requirements. Quite often a couple of hours spent with me clarifies the direction you are in and opens the doors of opportunities. Lets solve the problem together.

INTERNATIONAL CONFERENCES & SEMINAR SPEAKING

Remember that I speak at many seminars and conferences around the world and I am only too happy to co-ordinate with in company seminars or workshops and presentations or to speak at your conference. Quite often there are no travel costs because I am already in the area and you will find my fees on my website exceptionally reasonable and great value for the excitement that I can engender at your conference.

If you want to hear what has been said about some of my presentations check out the testimonials on the website and let me know if I can contribute to your conference.

I hope you enjoy the Olympics, watching those winners create their successes.

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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