

**GEEWIZ NEWS**  
**SEPTEMBER / OCTOBER 2008**

**In this issue of GEEWIZ NEWS you will find:**

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**Olympics Team Work & Attitude:**

What a great example to the world was the Beijing Olympics, so many of us were able to enjoy incredible focus, examples of team work and their individual attitudes. It makes you feel proud of those sports men & women who competed.

Then the Paraplegic Olympic games which again showed what a wonderful world it is that we live in.

To take advantage of that incredible team work & attitude re-examine your team, have you given them a clear vision, have identified those people that need regular audio or speaking to.

Are you issuing clear written guidelines and standards of performance and are you celebrating the experience.

V.A.R.K is a really exciting concept developed at Lincoln University in Christchurch, New Zealand to describe the levels of understanding.  
Visual, Audio, Read & Write & Kinesthetic.

How much of your communication to your sales team, your marketing colleagues is the same old same old.

Revisit it and remember that people are different and they do require communication in different ways. If you want to make champions you have to find the right buttons to push to get that personal attitude focused.

**12 Weeks to Christmas!!!**

Yes it seems not so far away does it, we have just managed to survive in the Southern Hemisphere along wet winter and now we are moving into Spring and Summer and yet our colleagues in the Northern Hemisphere are very much moving into their Winter, but the most important thing is that there is only 12 weeks left to Christmas time, that time of year where we run around giving people little gifts for being great customers during the year.

We celebrate our achievements with social lunches and dinners, we even give gifts to staff members.

This time of the year we go out searching for promo gifts and there is a fabulous range of promotional companies. There is one that you might like to follow up on, a company that all they do is printing. They are called Printing On Shapes with Innovation, and the phone contact is 09

636 4851. The web site is [www.psinz.com](http://www.psinz.com) and they can be really helpful when it comes to deciding what it is that you need to be able to have overprinted with you companies logo.

Make sure that anything you giveaway to people has your company logo associated with it, your website address and make sure it is being given to the right person.

If you are following through on a 90 action plan the 12 weeks is now vital. Free copies of 90 day plans on my website free downloads and conference downloads.

### **Profitability of Customers?**

From time to time you need to review your customer base into more than the traditional a,b,c, and break it down into those customers who are profitable based on their volume and servicing, those customers that are highly profitable, and those customers that are very profitable.

The old fashioned way of just looking at sales volume and revenue does not underscore the need for looking at the profitability of customers, that is those customers that are easy to do business with, that are focused on their business and are growing and also you find it easy to do business with. And most of all they pay their accounts on time.

Think about how you spend your time, it is so easy to spend the least amount of time with the most profitable customer because you are so busy looking after the difficult customers.

To grow your business in 2008 – 2009 you need to focus on where you can make profits.

Re think your top 10 customers into profitability and see if it changes the list.

### **Time Mis-spent on Wasted People:**

When was the last time you reviewed the amount of time that you spent on people who were takers, users of your time, slow to get anything done so you have to spend more time instructing them, and in general these people just waste your time but most of all you allow them to do it.

It is time to get hold of your business contacts, your business colleagues and those people who take up your time instead of working with you, should be cut out of your communication circuit.

If you follow the strategy of reward good behaviour with access to your time then those people that are positive, succinct in their delivery, action focused, and get things done should be able to get hold of you and you make yourself available to them at any time.

Those people that do not perform, are difficult to manage, should not get any of your time until they learn to behave and perform in the right manner.

We waste time on driving which is easy and we know the solution to that, we waste time on our emails and our communications and we know the solution to that, but do you think about how much time you waste with people who can not perform.

Cut out the non performers in your life and spend the time on the things that you enjoy most, which is working with positive people who want to achieve.

### **Offers from GEEWIZ readers**

Free email copies of New Zealand Sales Manager, a fabulous publication that just focuses on running sales teams and you can get your free copy from [www.nzsalesmanager.co.nz](http://www.nzsalesmanager.co.nz) contact is Richard Liew 09 361 1375.

If you are thinking about the coming elections in New Zealand you might like to check out Club Physical and their fabulous cheeky self promotion, this is a series of signs that they have put up around the country with the message "Your Health Club Physical" in election format. Well done to Paul Richards and the team at Club Physical for something interesting to look at while we have a general election underway.

New Zealand / China free trade agreement. Did you know that you can get certificates of origin from your nearest Chamber of Commerce, particularly Auckland, Wellington, Canterbury & Otago. These are great if you plan on exporting to be able to get the goods in, just contact your nearest Chamber of Commerce.

Kris Hassett of Torque Digital Print [www.torquedigital.com](http://www.torquedigital.com) is a specialist large format digital banners, they do posters and allsorts of outdoor signage, running some very equipment and they specialize in outdoor signages, banners, & vehicle signage etc.

A really neat place to get information from to keep you motivated every day is Simple Truths, check out the website. [www.simpletruths.com](http://www.simpletruths.com) and if you want to email them [simpletruths@news.simpletruths.com](mailto:simpletruths@news.simpletruths.com) they have some fabulous motivational publications and DVD's and their latest one "Great quotes from Great Leaders" is really interesting.

Mind Movies – check out [www.mindmovies.com](http://www.mindmovies.com) here is a whole lot of videos that have been put together by individuals from around the world that are each 2 – 3 minutes and people put their own little mind movies together based around thoughts that they can use, which are great for session starters at a sales meeting, self motivation and well worthwhile looking at. Ryan who runs it is very clever.

Margaret Simpson who is involved with [www.kellands.co.nz](http://www.kellands.co.nz) you can get in contact with her on [Margaret@kellands.co.nz](mailto:Margaret@kellands.co.nz) mobile: 0274 968602. She has been involved in a fabulous little local function called Rhubarb Lane Functions. The concept is really interesting as it relates to understanding what goes on in investing in Real Estate. You might like to follow it up with Margaret to see what is involved and having a look at residential and business interests in the property area.

Check out [www.publishme.co.nz](http://www.publishme.co.nz) this is Graeme Beals website and it is a fascinating website which allows writers to publish their own books and focuses on allowing people to put publications up in the market place. He also has some other websites [sellmybook.co.nz](http://sellmybook.co.nz) and it is a really good place to visit.

A totally new concept – Introweb, via karthik Ramaraj has just released a very clever little addition to your website, it is in the form of a video imbedded broadcaster which is a real presenter who is layered in and embedded into any page on your website where they just walk on to the site pointing out products or services to people when they are viewing the website. It a neat little thing communicates some really interesting things and puts a real personalized face on the website. You might like to follow it up with them because it will enhance your website.

Jean-Gabrielle Machuret has launched a search engine optimization course which helps you step by step to get higher positions in Google and get better results for your website. There is some really interesting things that you can learn about her website and you might like to check it out on [www.seocourse.co.nz](http://www.seocourse.co.nz)

Professor Frederick has reported that Auckland has been named as the top Entrepreneurial city in an International survey of ways of doing business.

He comments that Auckland has an extraordinary number of entrepreneurs, but many of them are lifestylers not involved in high aspiration ventures as in other cities. We are more likely to start up a business from a product or service already in the market than come up with something new.

For more details go to information [hfrederick@unitec.ac.nz](mailto:hfrederick@unitec.ac.nz)

**Warning:**

Lynton Palmer from Croft Pole Distributors picked up on a reference in a previous GEEWIZ to Asian Trade Link which was offering translation services and it turns out that their translation services were not very good and they did not follow through, so you might like to rethink anything to do with Asian Trade Link, who are also readers of GEEWIZ, they need to fix up their activities.

**Warning :**

Wayne Mansfield, Australian spammer is running seminars as "Business Seminars NZ" using part of my Geewiz email lists without permission or my approval.

**Seminars:**

Coming up in my Seminars for October, November & December we have:

8 <sup>th</sup> Oct	Supervision & Leadership Chch
9 <sup>th</sup> Oct	How to Collect Your Debts without losing Your Customers Chch
14 <sup>th</sup> Oct	How to Collect Your Debts without losing Your Customers Ak
15 <sup>th</sup> Oct	How to Manage Your Sales Team AK
17 <sup>th</sup> Oct	How to Write a Strategic Marketing Plan AK
21 <sup>st</sup> Oct	Sales Basics AK
22 <sup>nd</sup> Oct	Sales Management Chch

6 <sup>th</sup> Nov	GEEWIZ Sales Breakfast AK
11 <sup>th</sup> Nov	Supervision & Leadership Wgtn
12 <sup>th</sup> Nov	Time Management Chch
13 <sup>th</sup> Nov	Serious Selling Wgtn
14 <sup>th</sup> Nov	Prospecting Chch
20 <sup>th</sup> Nov	Sales Basics AK
25 <sup>th</sup> Nov	Sales Basics Chch
27 <sup>th</sup> Nov	Sales Basics Wgtn

4<sup>th</sup> Dec GEEWIZ Sales Breakfast

9<sup>th</sup> Dec Sales Basics Ak

To book on any of these seminars, just visit the website and book online.

**Testimonials:**

From some recent company presentations that I have competed are some testimonials that you will find up on my website.

From Rob Morgan at RealCold he said "Richard, your presentation was well received by my tough team."

Hannah Wilkinson from Jucy Rentals commented that she had learnt some really valuable skills and had already been putting them into practice.

Annalise from Skills Base Immigration picked up on some great ideas for doing some seminar / video interviews to be uploaded on to her migration website and has already had some good results and commented "I enjoyed the course very much and am looking forward to putting the strategies in place."

Louise Boreham from Natural Habitats comments "Many thanks for the photo Richard, we all really enjoyed the session, it was a great seminar."

Leanne Smith from Destination Orewa commented "That the 2 biggest impacts on the Retailers were the breakdown of customer acquisition costs and the value of a database and the focus on developing businesses - Geewiz that was fabulous last Monday my Business Members made comments like – positive and very personal speaker, great to refresh the old skills and learning something new, can't wait for the next seminar, made you think outside the square and focus on change, simple but effective tips that we all neglect or don't bother with, great for sharpening our skills, retailing can get you down, it's hard work the seminar put a sparkle back into it and generated some positive energy."

As can be seen some great feed back from great participants.

Enjoy your month and kind regards.

Richard Gee