

GEEWIZ NEWS FOR JUNE 07

GEEWIZ NEWS JUNE in this issue you will find some interesting ideas and strategies and news to help your sales & marketing.

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PEOPLE & FACES ARE IMPORTANT:

In several sales audits and marketing audit reviews that I have conducted recently to identify problems within companies as to why sales revenue is not being obtained, have all come up with a common theme, too many emails and too much texting and not enough face to face people contact.

Your sales team should be measured not on their emails and the quotes that were sent out but on the face to face visits that were actually made.

Instead of sending an email why don't you pick up the phone and use the communication skills that you have to determine the solution you can make for the customers problem, then you can confirm it by email.

Rather than having an email or texting battle why don't you go and visit the client instead.

Now these strategies are all very well and good and the argument is "We can't afford the time, email is quicker, email can be done while I'm mobile, and texting suits the under 30 age market".

The common misconception here is that the use of a media choice will replace the negotiation skills of a face to face meeting.

While ofcourse I agree that it is a good idea to use emails, texting and I am one of the greatest users of those but I still try and make sure that I have that face to face visit.

It is the confidence that people will get from you from a face to face visit and understanding that you are person just like them that does make a difference.

Other strategies that will help with your face to face presentation is to make sure that you have a photograph on your business card or perhaps team photos and people photos featured on your website and also on your brochures and your presentation material.

It is a well documented strategy in marketing that when you introduce people and you introduce a personality that your sales & marketing and branding success goes up.

Take a moment, check out your own conversion and success rate and compare where your analysing things to see if a little bit more people contact would make a difference.

ETHICS & COPYRIGHT & INTELLECTUAL PROPERTY

One of the fastest growing legal incomes is from companies and organizations infringing other peoples copyright and Intellectual Property.

Here is an example: The Auckland Chamber of Commerce, which is a membership organization has for over the last 25 years had seminars, and training workshops presented by myself to its members using specific course descriptions and course content, that I have created, and have copyright and intellectual property rights to.

When they had a change of personal they decided that they would like to have their training workshops and seminars presented by other suppliers, which is quite ok by myself.

But then they decided to use the same course descriptions and the same course content without my permission.

To protect my business I communicated the fact to the Chief Executive who was not aware that his staff were organizing the training workshops and to the relevant people, who promised to look into it, make changes, and communicate back.

A more ethical decision would have been to admit the mistake agree that it would not happen again and stop what will obviously end up with a legal battle in which the lawyers on both sides will get some good fees and the actual ownership of the copyright and the intellectual property will still be proven to belong to me.

A lesson in this story is that you do not copy other peoples brands, words, USP copy lines, descriptions, without their permission and when you have been asked by the owner of the intellectual property that you have infringed, that you admit to it, put it to rest and move on.

Copyright and Intellectual Laws do vary slightly from Country to Country but they are all based on that the originator has the rights, the person infringing does not.

A copy of my book Marketing & the Law is available on the website, or if you want some further advise feel free to email me or talk the very well qualified Intellectual Property Legal System.

Remember to prove your Intellectual Property and your Copyright you need to be able prove the date that it was created and have sufficient evidence to prove that it related to you as well as in certain cases registered trademarks and design copyrights.

It is not expensive to register a trade mark. A very good website to go into in New Zealand is www.iponz.govt.nz and there are similar sites in Australia and around the rest of the world, generally under your local government resources.

THE MASK EFFECT –

Around this time of the year in May, June & July as weather patterns change peoples emotional ability to handle awkward & difficult customers in tough situations seems to go astray.

There are more arguments with difficult customers at this time of the year that at any other time.

The concept of the Mask is that we all have private personalities and business personalities, the Mask is the external business personality that you have when you are communicating and negotiating, arguing or debating with clients and customers.

It is like a Mask not a negative mask but a positive mask, you are there representing a look good factor with your knowledge skills and ability and the customer of course has his look good factor

mask and when the pair of you have finished your communication all you have done is communicated to each others business personality, you have not emotionally disturbed the private personal world that you have in your own private personality.

It is well worth remembering that they can hurt your uniform, they can insult your name badge, but they can not hurt you personally at the end of the day.

These days with a lot of people coming out of the universities well versed in skills of finding information but poorly educated in maturity of communication and negotiation, it seems to help by teaching them the mask effect so that they can handle those difficult situations with a degree of skill.

Think about the mask next time you have to explain to one of your team members how to handle a tough situation.

SEMINARS IN INDIA

To follow up on the success of the January visit, I am back in India from the 4th August through to the 28th August doing seminars with the Indian Academy of Management (website)

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E-mail: indianacademy@vsnl.net.

The seminars taking place in New Delhi, Mumbai, Bangalore possibly Kochin and Vapi.

The seminars will be on "Strategic Selling Skills" and "Outstandingly Good Sales Management" and "Leadership in recognising how to develop your Managers into Leaders".

To book it is best that you go onto the Indian Academy of Management website, but of course you register on my own website and we will get all the details to you, I look forward to seeing all of the Indian contacts and Businesses again.

There are also a couple of spare days for "In Company personalized " seminars or workshops if you get in fast, but you will have to email me.

AUSTRALIAN SEMINARS

In July I am working with Business Seminars Australia presenting a 1 day Strategic Selling Seminar in Brisbane, Sydney & Melbourne, and Perth.

I will also doing some seminars for Beauty Sense Distributors in Perth and NSW and catching up with some good clients in Sydney & Melbourne to do some in house seminars.

I will also be at the Quest Apartment Conference in Melbourne.

To book on the Australian Seminars just go onto my website and fill in the details or reply to the emails from Business Seminars Australia, their website is www.businessseminarsaustralia.co.au

Welcome to new clients and friends of GEEWIZ

Moreton & Perry
Brave Design
Avid beauty

Kiwi Hampers
Pete Cromwell Artist
HCB Technologies

Extended DISC PROFILING

Have you every wanted to make sure that you didn't get any square pegs in round holes or learn what makes your top sales person or top managers tick and their strengths & weaknesses and areas that they could improve, then DISC PROFILING is a very good way to do it.

Profiling is under gone a tremendous development since it was first introduced to where now it has some real relevance in understanding in how you can how you can work with people on your team to develop their skills to the maximum potential.

Profiling helps in Mentoring situations, coaching situations and also in selection of staff.

I can now offer to you the opportunity on my website of linking in and getting the members of your staff profiled on line and also being able to get some feed back as to what to look for in developing the skills of your people.

The profiles which are an investment of \$150 (Australian or New Zealand) come complete with explanatory notes a full detailed report and the right to email or phone for further discussion.

The database used in the profiling is culture sensitive, so that if you are a New Zealander you are compared against New Zealand profiles, Australian against Australian, Indian against Indian profiles etc. In fact over 150 culture profiles

Another use is to profile your top sales reps and then hire against that success profile, and use for helping grow the skills of your weaker performers.

For more details go onto my website, on this website www.extendeddisc.com read up about it and if you want to undertake a profile enter via the website, payment can be made by Visa, Mastercard, AMEX, JCB, Bartercard, Paypal accepted.

UPCOMING SEMINARS

In July, August & September:

July 15th – 19th Strategic Selling , Brisbane 16th, Sydney 17th, Melbourne 18th, Perth 12th

July 25th Dealing with Awkward & Difficult Customers Auckland

July 31st Sales basics Auckland

Aug 1st :How to do a Marketing Audit Auckland

Aug 2/3 Phone sense Auckland & Christchurch

Aug 4-24 India seminars

New Delhi: at Hotel Jaypee Vasant Continental, Vasant Vihar, New Delhi

8th and 9th August'07: Sensational Selling Strategies

10th & 11th August'07: Managing Your Sales Team

Bangalore: at Hotel Taj Gateway, Residency Road, Bangalore

13th and 14th August'07: Sensational Selling Strategies

16th & 17th August'07: Managing Your Sales Team

18th August'07: Mentoring Your Leaders

Mumbai: at Hotel Ramada Plaza Palm Grove, Juhu, Mumbai

20th and 21st August'07: Sensational Selling Strategies

22nd & 23rd August'07: Managing Your Sales Team

24th August'07: Mentoring Your Leaders

Sept 3-7 Northland seminars for BIZ North , Whangarei. Keri keri, Dargaville
Sept 14 Manage your debtors without losing Clients Auckland
Sept 17 th Sales Basics Christchurch
Sept 18th Managing your sales team Christchurch
Sept 19 Sales Basics Auckland
Sept 20 Managing Sales team Auckland
Sept 25 Time management Auckland
Sept 26 Dealing with difficult Customers Auckland.

WHATS NEW ON MY WEBSITE

Details about the Extended Disc Profiling
Latest photos from seminars, workshops & Conferences
Lots of free information in the free down loads
Newsletters from around the world
Articles and strategy Ideas

OFFERS FOR GEEWIZ READERS

Details for sales staff wanted Bob Blake is setting new selling team and is looking for top performers contact on : Bob Blake [bobblake@xtra.co.nz]

Purchase of copy of my Practical Marketing book at \$90 (NZ & Aust) and I will give you a double CD Set of sales & marketing tips valued at \$50. buy on line during July to get this offer.

Wayne Mansfield Australia :special offer, purchase a copy of the Telephone Scripts Manual valued at \$149 and the DVD set Power Selling valued at \$ 199 .and we will give you a free copy of the audio CD on Cold Calling valued at \$99 to order go on the website www.geewiz.co.nz

If you are a reader of GEEWIZ NEWS and you would like to offer something special or a promotion to some of the other readers all you have to do is email me and I will include it the next available month.

Successful regards and have a great month



Richard P Gee

Geewiz news is read by over 29000 + 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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currently [insert email address field]