

Richard Gee

From: geewiz@server14.01domain.net on behalf of Richard Gee - Gee Wiz Mail [info@geewizmail.com]
Sent: 17 January 2007 11:14
To: Richard
Subject: Richard - Geewiz News January 2007

Hi Richard, Richard Gee here...

Welcome to 2007 it is going to be a great year, certainly going to be fantastic for those people coming into it with the right attitude.

Some thoughts for you to consider with yourself, your business and your team of people to make sure that this year 2007 delivers what you expect it to do.

Remember it is always a great idea to start off the year with all of your team be it 2 or 3, 20, 30 or more and focus on what your vision is for the next 3 months.

For those of you in the Northern Hemisphere you will need to focus people to make sure that they get cracking on work rather than complaining about the cold and for those within the Southern Hemisphere we have to focus on getting people to work rather than having holidays.

In this issue of "**Geewiz News**" you will find:

Attitude
Mathematics
Attitude + Action = Ability
Courage
Goodwork
The Money
Richard Gee Products
Don't Measure Yourself
Seminars Coming Up

Better than Yesterday
The Power of Two
People do Business
Nobody told us we Can't
Participation
OK to Fail
Make it OK to Fail
Welcome New Clients
A New Look



Richard P Gee
 (Currently in India)

Attitude

Consider that there are only 2 choices of Attitude - **Positive** or **Negative!**

Which one do you want to show your customers?
 Which one do you want to show your staff?
 Which one do you want to show your work colleagues.?

Better than Yesterday

Better than Yesterday is a great to work and if you remember the philosophy, all you actually have to do is do 1 task better than what you did yesterday, every day and the accumulative effect delivers fantastically well.

Better than Yesterday is simple, it is easy and it is measurable and most of all it works and if you

would like a free **Better than Yesterday Action List**, go onto my website and download it.

Mathematics

I am reminded that the **mathematics of motivation** is a very simple concept that if we think of the choices that we have to motivate ourselves and these include hardwork, knowledge, love, luck, money, partnership, then the only one that is actually a motivator is our attitude.

To test this allocate a numerical number to each of letter of the alphabet and add up the result, you will find that attitude is the only one that produces 100%.

The Power of Two

How many times have you **heard excuses** from the sales team or from the marketing department or from the rest of your business team about we have so much to do or we've got too many things to do, etc.

You might like to **simplify it down to the choice of 2**, either proceed or don't proceed, your either saw the customer or you did not see the customer, you either understood the power of quoting or you didn't.

When we make things simple the choice of 2 works.

Attitude + Action = Ability

If your team members come to work with the right attitude, they take the right actions then they demonstrate their ability, again a simplistic approach but if you focus on getting across your vision about the attitude you want demonstrated, and have a rule that you either do it the company way or the wrong way then staff have very clear standards of performance to adhere too and can easily demonstrate their ability.

When a staff member comes along with a poor attitude even though they take the right actions they demonstrate a poor ability and need to be reminded, when a staff member comes along with a great attitude that makes mistakes it shows in their ability and need to be reminded.

People do Business with People

This year is going to be very exciting for technology, we have the voice over the internet, the web cam view over the internet and all of the wonderful technologies and interaction that are taking us even further, but make sure that you and your team do not get buried in using the technology they focus on getting out in front of people, their quotes, tenders, proposals are focused on personal people rather than technology.

Instead of sending emails, go and do a visit, or pick up the phone, instead of BCC everybody have a team meeting where you discuss the vision and develop a 90 day action plan.

Courage

Perhaps the greatest thing we are going to need in 2007 is **courage**, to grasp the new "Less is More" marketing strategy.

Due to the changes of customers, the demographics, and where customers expect to buy things you now need to be in more markets with a presence and a share rather than be in fewer markets with no presence in many others.

Less share in more markets and having your products available in more places where people might find it or expect it is going to be the philosophy for 2007 and for the next 5 years.

Have you got the courage to go chasing for new markets and their associated development costs.

Nobody told us we Can't

As many of you will be aware I have used this phrase in many of my presentations and speaking at Conference and it is a very good vision statement to have for your team.

If your teams always believes in "**Yes we can**", if your team is empowered and if you have empowered yourself in the belief that "**Nobody told you you can't**" you will always achieve, start off every day with this very simple little mantra and see if it will make a difference to you.

Goodwork

When you see it say it, at this time of the year staff start think about leaving and moving on to new jobs if they have not had enough challenge and praise during the year.

When you see good work by any members of your team whether they be work colleagues or employees make sure that you praise them straight away and say it straight away, by the end of the day it has been forgotten.

Participation

The vision for any sales meeting, marketing strategy meeting, business meeting, client meeting should be about participation.

Participation means everybody is included with their ideas, participations means that everybody listens, sets objectives and then delivers the objectives.

Make it an objective for this year never go to another meeting without an agenda and maximum full participation, if you do not get a chance to participate stop going to the meetings.

The Money

Of course the money is important but have you noticed how we transfer money so easily now electronically and of course the great growth thing will be the ability to transfer money effortlessly through the cell phone device which is becoming more and more of a hand held personal organizer to do things.

Of course your team will want more money, and sales & marketing people are amongst the most underpaid for the value they contribute to any business, have a good look at your cost of sales and what would happen to your business if you did not have anybody interfacing with your customers to encourage them to keep spending with you.

Value those sales people, value those major account developers, value the marketing people they are your future.

OK to Fail

Yes during 2006 I did have some failures, whether they will prove to ultimately long term failures or not is unknown, but what I did do was I had far more successes because I went out and I tried.

Amongst those things that I tried, I am really happy that the new venture Business Seminars NZ is up and running and our first New Zealand multispeaker day called "**Blast 2007**" on 1st February is going to happen and it will bring to New Zealand Businesses lots of good knowledge from around New Zealand and overseas.

Richard Gee Products

The new books and manuals that you will find on my website.

I have now ventured in to activity manuals and if you go and check up on the website you will find activity manuals for Sales Call Planning, Handling Difficult Customers, Strategic Marketing Business Planning, Marketing Audits and 320 Successful Sales & Marketing Strategies that I have used or encouraged clients to use in the recent 5 years.

Make it OK to Fail in your Organisation and then the Great Ideas come out of it

For the last 2 years I have been working on seminars in India and by the time you get this newsletter I will be working in India presenting to the **Indian Academy of Management** in Mumbai, the Kerala Management Association and some private companies in a very busy 2 weeks.

Yes at times in the last 2 years while I have been working on this it was frustrating but now it has come off and I'm looking forward to enjoying it and sharing with you the potential that is India.

Don't Measure Yourself

Don't measure yourself by what you have accomplished, but what you should have accomplished with your ability.

This simple little vision message to your team is a great way to start off 2007.

It focuses people on using their own ability and when combined with the previous ideas listed in this **Geewiz News** should guarantee to ensure that you get a great team environment with everybody pulling in the same direction.

Remember vision is about understanding where you should be heading.

Welcome to New Clients

It is great to be working with **Kitchens by Pat Gavin**, helping them with their marketing strategies and promotional strategies.

Mathewsons a trading house in India, helping them with their distribution strategies and sales training.

Trends Aluminium helping them with their branding strategies.

Seminars Coming Up

Check out the website for the full list of seminars coming up, but these include:-

- **Blast! into 2007** - 1st February 07 Auckland
- **Sales Basics** - 15th February Auckland
- **Strategic Selling** - 16th February Auckland
- **Sales Basics** - 21st February Christchurch
- **Managing the Sales Team** - 14th March Auckland
- **Sales Basics** - 15th March Auckland

- **Dealing with Awkward & Difficult Customers** - 21st March Auckland
- **Creating a Strategic Sales & Marketing Plan** - 28th March Auckland

A New Look

Geewiz News now has a new look to it, as I am now using a different fast speed server based with my good friend Wayne Mansfield in Perth, to enable us to deliver **Geewiz News** to an even greater number of people.

As you will occasionally read **Geewiz News** is currently read by over 15,000 people in lots of different Countries and we are now in the process of adding new people to Geewiz News who just like yourself are going to enjoy the different ideas.

Take a look at the numbers on the next Geewiz News to see what we have managed to grow it too.

If you would like to get a copy of Geewiz News or have one sent to another business associate or client just register on the website or send us email.

You will have noticed that I have now started sourcing some products from overseas that I believe are very good for the Businesses and friends of Geewiz Group, and I am also promoting **Business Seminars NZ** Multi-speaker seminars and promotions which is my new seminar division.

This gives us all the opportunities to share in the new knowledge information that is around the world that I am seeing.

Kind regards & Welcome to 2007



**Creating Opportunities for
Marketing Success**

Geewiz - Richard P Gee Consultants

PO Box 911015, Auckland
New Zealand

Ph: (+64) 09 4243 282 Fax: (+64) 09 4243 283

Text Richard: (+64) 0274720410 or (+64) 021720410

E-mail: info@geewizmail.com

Geewiz news is read by 15000 + 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, by over 15000 readers, Please enjoy and your feedback is always welcome.

As a member of the GEEWIZ knowledge information network please be assured that your email contact details remain confidential to GEEWIZ news.

To manage your subscription, to leave the Geewiz Mail List or just update your details follow the link below.

We have your email address as: richard@professionalspeakersnz.com

If you do not wish to receive any further editions of this email bulletin then please Click on the link below to CANCEL your subscription or EDIT your details:

Click on the link below to CANCEL your subscription or EDIT your details:

<http://geewizmail.com/cgi-bin/responder/r.cgi?s=7069&a=1&k=FIIZqpJCYSgY>