

GEEWIZ NEWS JUNE / JULY

Welcome Friends of Geewiz as we in the Southern Hemisphere move into our cold and to Friends in the Northern Hemisphere you move into your summer and to our Friends sitting in the South East Asian area just enjoy.

In this issue you will find some

- Marketing Ideas
- Sales Ideas
- Positive thoughts
- Coming Seminars
- What's new on the website?

Marketing Ideas – With the future of the unsolicited electronic messages bill progressing through New Zealand Parliament marketers are about to be hit by another control on what you can say or do with your customer base.

Perhaps it is time to reflect on the number 1 rule and principal in marketing is to personalize your communications, any communication be it an email, direct marketing letter advertisement or brochure that can be personalized with the prospective clients name is going to be read faster, is more likely to be read in depth and interpreted in depth and is going to have a greater impact.

The opportunities for personalization via merging are endless, not only is your enews possible to be personalized, but I can also get a copy of a magazine with the front cover with my name printed on it as well as the ability for a host of direct marketing solutions.

Why does it work, the most important loyalty stimulated to anybody is their own name, to be told by name that you are important, that you are valuable, that you have some special offers in this day of mass messages, tremendous pressure to decide amongst incredible amounts of information guarantees that you have to have cut through and the best cut through is use of personalization.

Check out your database do you actually know the first name of all of your customers, have you got the ability on your database records to insert that first name into every communication device you use.

The first argument against all of this is that it takes to long, the counter argument to this is very simple, do you want to have your communication message tossed aside or do you want to have it looked at.

In today's age the real value in your business is in the database, the frequency and loyalty of the customers coming back because they have been stimulated

from the database, and the ease of access to information which can personalize the needs and wants of your customers.

Even in today's texting world, the message needs to be personalized to cut through the clutter.

When I pick up my daily newspaper and I see that the New Zealand Herald has been personalized in its headline to me, then I will really understand that big media has learnt what the small medias have known for a long time and the web has been able to demonstrate for us that when times get tough the more personalized you can get with your customers the faster you get a response.

While you are checking your database for first names, also check it for cell phone numbers because the media that is coming rushing along very fast is a valuable tool is the power of texting, the ability to send thank you text, updates on progress of activities, even prospecting and brand reminder messages by text is here now, and there is some very good support packages that you can get from both Telecom & Vodafone for developing text databases and also for running text based competitions.

If anyone has any doubts about the power of texting, have a look at the number of texts that have been sent in every week as votes to raise money for Charity on the Television "Come Dancing Show".

NOW SOMETHING NEW – Madhav Mohan an Indian leadership Guru. I am involved in bringing out to New Zealand an incredible Indian Leadership Speaker & Motivator who has been presenting & leading programmes in India for over 20 years, working with the top businesses & CEO's, Business Leaders to help them mix good business leadership principles with cultural expectations.

I have decided to bring Madhav out to New Zealand because I believe that the next great market opening up to New Zealand is the one billion consumers that are India, a country that speaks English, a Country that has the same law system as New Zealand, and a Country that has great potential for New Zealand business products and services.

You might like to take advantage of the lunches and one day seminar that will be presented by Madhav on the 25th, 26th & 27th July in Auckland and Christchurch. Check my website to register; or use www.salesmarketing.org.nz

Don't ignore India, start finding out how you can best market through the partnerships available to this great wealthy economic segment.

AND NOW A LITTLE BIT OF SELLING – Too often these days I hear the negative comment that everything around can't be done, our customers wouldn't like that, we can't change, we don't have any budget, our revenues are down, but can't seem to close the sale.

The most frequent call by sales managers these days, is, how do we get our sales people closing the sale, or faster.

Every day when you read the newspaper, hear the radio, watch television or view signage or check out the visual impact of the web, you have to sort through an awful lot of negative information before you can find the positive bits.

But if you want to be successful in your sales in a tightening economy then focus on the positive.

Spread good news stories about businesses in your industry, good news stories about customer development, good news stories about service expectations being exceeded, in fact your sales team in their face to face interviews can be seen as suppliers of good news so that they'll always get an appointment.

The best definition of sales is "Helping People making informed buying decisions".

As this clearly shows this has nothing to do with selling or fixing people up, it is about helping people get the right information so they can make a decision.

This means the experienced sales person using the listening technique, questioning technique, and sticking to a planned structure like S.P.E.N.D. for a meeting structure.

As the economy tightens you should be doing more face to face visits with clients, keep your relationship going, develop your database, and in fact the best way of doing this is get in front of your customers more often.

Of course on a cold day it is easier to hide behind emails or phone calls, but if you make the effort to go out in difficult weather conditions you will usually be well rewarded because the customers see the extra effort you went too.

It is also important to remember that the introduction of yourself to your potential client or to your existing client needs to be focused on your name, your company, a reason for being there and what they will get out of listening to you for the duration of the presentation.

There is no longer any room for comment about the weather, or comment about the sports results and indeed some buyers get offended by the personalization about family issues, focus your introductory remarks on a benefit or a reason for the customer listening to you helping them make an informed buying decision.

Make sure that you get out and visit your key customers, make sure that your major account managers are visiting key customers and make sure that your call cycles are reflecting the business worth of your customer base, that is your important A category customers are getting maximum service and your less important C category customers are getting adequate service but not being over serviced with frequency of calls.

Remember selling is a face to face business, it needs the preparation of everything that goes in front of it in the form of communication, marketing promotion but when it comes to the actual negotiation of the sale nothing succeeds like being face to face with the customer.

MOTIVATION & ATTITUDE – A number of you have been exposed to my formula attitude + action = ability. It is a very simple way of measuring the success of yourself and your team in that if you remember you only have 2 attitudes, positive or negative, you only ever take the right action or the wrong action, and that demonstrates your ability to your customers.

People love making a decision out of a choice of two, whether it is a choice of legs to walk on, arms to wave, statements to make, products to buy, or services to buy, helping your customer, helping your staff, understand that the choice of two is a habit that human beings love will always succeed in developing great attitudes, achieve great actions, and demonstrating the ability of your organization to exceed the expectations of customers.

There is a fabulous video that you can hire from trainingpoint.net called the Journey, it is about change and in this 3 minute video it highlights some famous sayings about how to handle change from people like Helen Keller, Gandhi, The Kennedy's, Charles Darwin and much more, I totally recommend the hiring or buying of this video as a great way to get your team, your managers, your staff and even your customers or the volunteer members of your Club thinking clearly that change is a good thing, a couple of the very good sayings are "Change is not a destination, it's a journey" "We always live in the past, or present, we will never see the future".
See www.trainingpoint.net.

Developing great teams, developing great people, developing great attitudes, is about accepting change.

Here are some coming seminars that you might like to participate in or have your staff participate in coming up with my New Zealand database partners and the planned July Australian Seminars have now been changed to August, but in the meantime I have still managed to fit an awful lot of tripping around New Zealand, South East Asia, The Pacific Islands & Australia in the last few months.

July 3 \$365.	Sales Basics Seminar Auckland Chamber	1 day
July 10/11 \$1695.	Strategic Accounts Auckland University Short courses.	2 days
July 6 \$200	Major Account Development EMA Northern (Auckland)	1/2 day
July 31 \$200.	Debtor Control Collect & Keep Customers Auckland chamber	1/2 day
August 2 \$200	Managing & Motivating your sales team EMA Auckland	½ day
August 8	Managing your sales Team	1 day
August 15 \$365.	SWAP Whangarei Auckland Chamber	B/fast
August 21/22 \$1695.	Key accounts Auckland University	2 day
August 24/25	Biz Northland Seminars Keri keri/ Whangarei	1/2days
August 26	Marketing & branding Doubtless Bay Northland	1 day
August 29 \$365	Sales basics Auckland Chamber	1 day
September 5 \$250	Questway Auckland Auckland	1day
Sept 8 \$200	Marketing for non Marketing managers EMA Auckland	½ day
Sept 22 \$365	Selling Professional services Auckland chamber	1 day
Sept 25	Sell 2006 Australian Ultimate sales Day	Brisbane
Sept 26	Sell 2006 Australian Ultimate sales day	Sydney
Sept 27	Sell 2006 Australian Ultimate sales day	Melbourne
Sept 28 \$175.	Sell 2006 Australian Ultimate sales day Business Seminars Australia.	Perth.

To book on a seminar, book on line at www.geewiz.co.nz

I look forward to seeing you on a seminar or workshop or your interaction at a Conference.

Remember I am available for personalized in company workshops, seminars and conference speaking to assist your business to create opportunities for marketing success.

Richard's referrals: I can recommend:

Training resources: www.trainingpoint.net

Printing for promotional items: www.psinz.com

Fun for your team: www.tenpin.co.nz

Great place to stay: Quest Suva and the whole Quest apartment group

www.questapartments.com.au

Sales marketing info: www.salesmarketing.org.nz

Drug rehab services: www.capritrust.com

Great drinks: Prenzel schnapps & liquors: www.prenzel.com

Leather Lounge suites: www.230marua.co.nz

Speaker resource: www.professionalspeakersnz.com

WHAT'S NEW ON THE WEBSITE - Apart from some great looking pictures of participants who have been at seminars and workshops there are some additional articles and the free downloads, and there is also a new market audit document which is a check list for undertaking a marketing audit for your organisation to determine where you stand in the eyes of your customers.

It is great to receive those testimonials and feedback from people who take advantage of the 12 months email support you get from me and my seminars and of course as a reader of GEEWIZ NEWS you can email me at anytime for advice or perhaps comment on your strategies or development in the sales & marketing area.

Remember "**Nobody told you, you can't**" and I look forward to your continued business success.

Kind regards

Richard P Gee

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