

GEEWIZ NEWSLETTER FOR APRIL / MAY 2006

Dear friend of Geewiz: Webmark

In this issue of Geewiz News_ you will find

- Marketing Media choices
- Overcoming Call Reluctance
- Malaysia _ The Hidden Asian Gateway
- Coming Seminars & Events
- Some interesting stuff.

Marketing & the Media

Choosing which media to get your advertising message across to potential customers used to be easy, but in the last 24 months it has got a lot harder.

The main cause of this is the choices are getting wider and the media is becoming less measurable and results harder to find unless you use multi-media choices to get the frequency of your message across. Consider the following media_s, their strengths & weaknesses.

Television _ an ideal visual media, ideal for consumer branding or business service branding awareness, now has a multiplicity of channels both free and paid. Viewers have become more selective in what they watch by choosing only programmes, options for your media message from 5, 15, 30, 45, 60, seconds and even 2 minute plus programmes sponsorship as well as product placement within programmes.

The advent of Sky and pay television is changing the rules as to what viewers watch and while the big channels stick rigidly to their format, pay TV and the small channels are being highly inventive in the kind of advertising revenue options they will give you. But you still have to get your customers watching the programmes to get maximum effectiveness.

Radio - As many of us know radio is fantastic for immediacy, calls to action, and instant action. Now in radio we have a multiplicity of stations, we have the ease of switching stations while driving, we have national format, a multiplicity of brands and the regional strengths that were driven by on-air personalities have largely been driven out by the accounting control of national formats and packages. The increase in New Zealand music driven by listeners is certainly making radio more attractive to listening, but the choices driven by the heavy listenership for breakfast and drive time make it very hard to make a radio advertising campaign work on anything less than 5 _ 7 stations as part of your mix.

Newspapers _ it has always been well known that if it is written down it has believability and newspapers is primarily the domain of the 40 plus market, but with subscriptions to newspapers and circulations of newspapers falling being replaced by internet news sources, how effective is the wonderful colour options, the visual displays, the special supplements that are being driven by our 2 major national newspapers,

Even the suburban newspapers have been hit hard by suburban lifestyle magazines which follow a magazine / newspaper format and largely run advertorial style features. The one thing that has happened in the newspapers in the last 12 months is the price for advertising has fallen fast and the ability to make deals to fill last minute space has increased. The specialty trade newspapers are fast finding that they have to change to adopt magazine format to survive.

Outdoor Signage _ for the last 5 years outdoor signage has been the fastest growing media and that is noticeable now, where ever you drive or walk around there is signage everywhere or advertising opportunities for signage, which on the positive side gives a great brand awareness and on the negative side gives visual pollution. Outdoor signage still continues to grow as companies and organizations look for making sure that they are visible amongst the many messages. The great billboard company battles have ensured that billboard signage is growing fast and falling quickly into the category of being very hard to measure the results.

Magazines _ with over 600 titles available in New Zealand in both male and female categories the ability to deliver segmented advertising through magazine circulation and magazine readership allows the very target conscious marketing manager to hopefully aim at the segment desired. The seamless design layouts between advertising and editorial have become extremely blurred and readers are often left wondering whether they are reading an article, an advertorial or an advertisement.

The magazines ofcourse have a much longer life and because of their visual appeal appear to deliver some very good measurements.

However, most magazines claim readership figures well in excess of research proven circulation readership examples.

Gone are the days when a magazine would read by 10 different passerbys, these days magazines are being read by 1 or 2 other people, so take a careful note of the claimed circulation and readership figures.

Internet & Web - well we have lived through the dotcom bubble burst, we have lived through websites being marketed to search engines, and we have the most successful web advertising vehicle ever created being google ad words with very specific measured reporting to tell you how many people have had a look at your advertising message. The weakness of the internet and the media is that almost equally fast growing blocking software which seeks to block to popups, the popdowns, the non-personalised emails, the special visual techniques to deliver a sameness and virtually impossible to measure on traditional media measurements how effective the internet is.

Of course there are lots of people that have developed some very successful on-line businesses and that is the future growth, but in every case of those on-line businesses they also have to promote themselves in other media to get people to come and have a look at their website and they also have to be promoting extensively across the web to continue to draw traffic, and as many have seen as more websites in your category of business come on board the harder it is to attract customers to examine your offerings on your website.

More and more governments around the world are becoming concerned with marketing messages sent by email, they call it **_SPAM_** and this non-personalised email is giving this media choice a bad name.

Merchandising - Sometimes the forgotten media is the ability to create displays of your products in the channels of distribution, whether it be retail or showroom to allow customers to look, see and feel your product or service offerings. Merchandising is becoming more important at the point of contact, not only in your website view, your television commercials view but most importantly your point of sale to maximize the impact that your product or services are having on the wandering buyer.

A major change from the cluttered merchandising look of the **_90_s** through to the uncluttered give me room I need OSH space and clear identification of the difference between low quality, low price, medium price, medium quality and high quality, high price.

Direct Marketing - almost forgotten is the phenomenal hit of the **1970_s** which was direct mail / direct marketing now with the duces of technology we may not send letters to each other but we send personalized emails or special offers. This media still continues to deliver exactly what it promised, the personalized communication works.

The personalized communication attracts attention the personalized communication can be measured particularly when you are talking about relationship building with your own existing customer base. Now we are seeing direct marketing extended past emails into texting and ofcourse even video messages.

New technologies are mostly a variation of one of the above main media_s and there are some exciting new things that are out there to do with touch screens, interactivity, competitions and all the much more and they all need to be evaluated for suitability for your target segment of customers based on what your customers have told you - they are watching.

Another major impact on media selection is the difference between the under 40 and the over 40 market, the under 40 wanting everything fast, in colour, key points only. The over 40 market wants to understand, wants detail and wants testimonials to back up the claims being made.

So when it comes to choosing the media for your marketing plan and the budget make sure you can back up your choices by what your customer preferences state and as most marketing managers are finding these days the dangers of spreading thin over many medias is very real and it is hard to dominate one media for long periods of time.

Overcoming Call Reluctance

Every sales manager gets frustrated from time to time with members of the sales team who hide behind emails, don_t do enough face to face visits or seem unable to handle the basics of negotiation, this is commonly called **_Call Reluctance_**.

A bad habit that has crept in over the last couple of years is sending emails instead of picking up the phone, sending emails instead of going on visits and sending email copies of quotes, tenders and presentations without delivering a printed paper copy.

The average New Zealand Sales Rep only spends two and a half hours per day face to face with customers, leaving 75% of their time doing preparation, traveling, hiding behind emails, sending faxes and doing anything but getting in front of the customer to negotiate business deals.

There is only one way to full identify call reluctance and that is to physically go on sales calls with your sales rep, that is ride with them for a day and find out what really goes on when they are trying to make contact with customers or they have made contact with customers, and in this time frame you

will learn the experience, the level of skills and most of all you will learn what is holding your sales person back from performance.

Look for use of the communication skills, listening, questioning, questions on the end of the answers and product or service knowledge.

The second group of skills will be lack of knowledge about the product or service or the company, lack of performance skills and overcoming objections and getting decisions for closing the sale.

All of these will express themselves as reluctance to go on more sales calls because it becomes to painful when you are continually being told _no_, or

_I_m not going ahead today_.

The selling profession is one of the toughest in the world because many times a day you are faced with rejection of ideas and as a sales person you have to pick your self up and go on to see the next decision maker.

Having identified that you do have a case of _Call Reluctance_ you can implement _

1. Coaching _ to show the sales person the potential that they actually have on a one on one basis will greatly improve the results and identify the problems that have to be overcome.
2. Role Plays of Selling within your sales meeting work exceptionally well because the sales team members learn from each other and their own self ego drives them to better performances.
3. Training Seminars to build confidence teach skills and give your sales rep more knowledge and information will significantly assist to bring back that spark.
4. Networking with successful people _ one of the greatest _Call Reluctance_ is to have your poor performers _ network with some superior sales people who really understand what they are all about who understand about relationships, networks and they are willing to share why they have been successful in their job role.

Remember if you have hired on skill and you are getting _Call Reluctance_ find your self a new sales rep.

Malaysia _ The forgotten entry into Asia _ as many of you have been aware, I have been lucky enough to be a regular seminar presenter in Malaysia and this country is well worth your investigation if you want to export into Asia.

Malaysia is a member of the British Commonwealth, has British Law as it _s base, has proven business practices, has low labour costs, and has distribution infrastructures for quickly and efficiently getting goods into the big markets of China, Thailand and of course Singapore and most of its immediate neighbours.

While Malaysia maybe a Muslim Country it is certainly not in any way an anti Western Country and in fact the reverse is much more the case with Malaysians wanting to do business with Western businesses and able to add substantial skill to distribution channels, sourcing and major account or substantial business opportunities.

The Malaysian way of business life is non stressful, non aggressive, but certainly gets things done. If you are thinking about doing business in Asia why don _t you go and have a look at Malaysia as a wonderful entry starting point.

Malaysia is a good place to do business, they have a good cell phone network, and they have a very sophisticated banking system, but most of all they have networks of people in their surrounding countries that they can introduce your products or your services or your company to.

Interesting things _ If you are not already aware of it, **ISP: xtra.co.nz** has now reduced the number of emails that will trigger an alert from 500 to 100.

However the technical boffins at xtra have put the block on have not thought about it in depth, because it is actually starting to annoy substantial groups of customers who have newsletters to send to their own database.

The **Situations Vacant** market remains extremely tight with very good people just not moving and with the immigration tap turned off in New Zealand the chances of getting good people to fill the gaps is getting more remote. Much better in Australia and Malaysia, more people looking for jobs

The media seems intent on describing to people the better opportunities there is overseas which of course does not help with securing long term team members and employees.

New technology just arriving now allows you to link up to a map website that will provide a map to get from destination to destination, can provide destination directions for people attending events or seminars all downloaded into your PDA and much more.

You remember me talking not so long ago about the video emails and the way technology was going, well of course now they are here and most of all is you check out **myvideotalk.com** you can find out how easy it is to send video emails.

June 2 \$200	Prospecting for Profit half day EMA Northern (Auckland)	1/2 day
June 20/21	Managing the sales team Placemakers Ak University Short courses.	2 days
June 27-29 July	Tauranga Seminars with Tauranga Chamber	
July 3 \$365. plus GST	Sales Basics Seminar Auckland Chamber	1 day
July 4/5/10/11	Strategic Accounts Fletchers Auckland University Short courses.	2 days
July 6 \$200	Major Account Development EMA Northern (Auckland)	1/2 day
July 17,18,19,26,27 July 24/25	Stop selling Benefits,/Leading great teams: Australia: Sydney,Melbourne,Perth, Brisbane, Canberra with Australian Business Seminars Managing sales team Placemakers Palmerston North	2 days
July 31 \$200. plus GST	Debtor Control Collect & Keep Customers Auckland chamber	1/2 day

To book just visit www.geewiz.co.nz/seminars you can pay by Visa/Mastercard/Bartercard cash /cheque/or by invoice_

Remember if it is a Charity function that you are sponsoring and you would like to have a speaker, send me an email because every month I always do a _no fee_ speaking event for my friends of Geewiz.

If you want to support a good cause let me help you.

Kind regards

Richard P Gee

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