

Richard Gee

From: Sales & Marketing Institute [events@salesmarketing.org.nz]
Sent: 06 March 2007 09:12
To: richard@geewiz.co.nz
Subject: [Norton AntiSpam] E-news March 2007



Stimulating you to open doors, close deals...

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More information about the speakers and the events is on the website:

www.salesmarketing.org.nz

Sales & Marketing Institute
PO Box 99 041
Newmarket
Auckland
Tel/Fax 09 818 4224

What's up

Well, we are nearly 1/3 of the way through 2007 and time seems to be flashing by once again! This is primarily due to the high business confidence levels within New Zealand, creating a strong work flow and business growth - which is good news for all.

Which leads me to tell you some other good news, your Sales and Marketing Institute has two new sponsors which I'll tell you about next month when all is agreed. But there's more (sorry...just having a TV moment there!) - your SMI membership benefits has just been widened. I am really happy to be able to announce that your SMI has had discussions with PRINZ (Public Relations Institute) and the MRS (Market Research Society) meaning that your SMI membership will enable you to attend any of their events at member prices. Added to this is that we have just had a great event in a new venue the Post in Auckland. A full house in the Post House one could say. But the real point is that your SMI could bring this to you at a much lower cost than usual, delivering you superb business information and learnings and protecting your pocket at the same time. We are also looking at a new way for you to network so watch out for that email and make sure you have printed lots of business cards because you are going to need them.

Last but not least, the Sales and Marketing Awards are looming. Whilst the event will be June 15th, (get it into your calendar now), you need to submit your entries NOW. There is a strong line up of judges and remember that our awards carry recognition with your peers in marketing and your peers in sales, plus you get proclaimed as being 'the best' throughout New Zealand. So don't be reticent, there are enough categories to cover all aspects of the sales industry and the marketing industry. Again, the email will arrive very soon.

Take care and make today, count.



Phil Edmondson-Rowe
 President 2007

Welcome New Members

A warm welcome to the following New Members

Jo Haughey
Mike Francis

Email

Key Sponsorship From:



VISIONZ
Marketing NZ Consultants



Valued Sponsors:



DUXTON HOTEL
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Events (Click on the event title for more details)

Coming up in Auckland

March 2007

27th

Auckland Today Marketing Lunch with Dr Ian Brooks

Dr Ian Brooks is New Zealand's leading expert on customer care, creating customer value and becoming customer driven.

You will gain the following:

Why the customer experience should be your main focus.

The current reality for customers.

The economics of customer service.

What customers want.

Steps to creating an outstanding customer experience.

[Register now for this event](#)

April 2007

24th

David Forman Sales Breakfast with Richard Petrie

Everybody is a sales person selling a product service or an idea... if you are not then you will be employed by someone who is

No one loves to be sold to but everyone loves to buy

News from UNITEC

Would you like to have an internationally qualified graduate student to carry out your advertising and public relations programmes, new venture launches, company image research, market entry plans, market research, and the like?

Would you like to have these well-trained, enthusiastic, and highly motivated entrepreneurial marketing specialists working with your company between February and April this year?

Unitec Business School together with the School of Business and Engineering at Sweden's Halmstad University, have established a very successful student internship programme for marketing and management students. Our project involves mentored internships to teams of European marketing students to Auckland companies, especially those companies seeking international business opportunities.

Under our special arrangement with the School of Business and Engineering at Halmstad University, Sweden, we are making this special offer to Auckland area companies for 2007. The internship students from Halmstad are available for work with your company for an eight / nine week period commencing February 2007. We will require a commitment fee from you of \$900 for the entire students' service. The fee helps cover the students' costs for transport and equipment for their stay in New Zealand. Each team of 2 - 3 students will, over an eight / nine week period, spend on average three days equivalent per week working directly on servicing their commitment to you. Some of this time will be spent at your facilities, whilst the rest of the time the students will be utilised at Unitec New Zealand or on field investigations.

If you would like an FAQ sheet and application procedure, please email Mac Miller at mmiller@unitec.ac.nz

News from American Marketing Association

Please join the AMA for the following webcast.

In our previous webinar session, "Marketing's Most Critical Missions for 2007: Sales Enablement" you learned why sales enablement should be



TVNZ



the top priority for your marketing and sales teams this year. It is essential that your salespeople be able to communicate your message and value proposition in clear, consistent, and compelling ways at every customer meeting. Like most, you are probably wondering how to jump-start sales enablement initiatives within your own organization. It isn't as hard as you'd think.

Join John Aiello, CEO of The SAVO Group, as he walks you through creating a dynamic sales enablement plan tailored to your organization's needs. Sales Enablement is a journey; there's never been a better time to start than now

Accreditation is being widely publicised so your customers and employers will appreciate the value, the extra education that you have undertaken, and the professional manner in which you carry out your sales or marketing strategies.

Takeaways:

Learn the 4 components of a successful Sales Enablement Plan
Learn how to link your 2007 sales objectives to your Sales Enablement Plan.
Review a best practice example of a 4-quarter plan with practical Sales Enablement milestones.
Understand 5 key metrics for ongoing assessments to your Sales Enablement Plan

The SAVO Group is leading provider of Sales Enablement solutions. SAVO specializes in maximizing the sales organization's ability to communicate value and differentiation in clear, consistent and compelling ways. Through a combination of proven best practices embedded in an on-demand application (Sales Asset Manager(R)), SAVO addresses ALL aspects of the Sales Enablement challenge - spanning people, process, content, and technology. These solutions have been refined through relationships with companies such as Morgan Stanley, AmerisourceBergen, Citigroup, ADP, and FedEx Kinko's. The combination of real-world client experience, an innovative consulting approach, and award-winning technology uniquely positions SAVO to deliver practical solutions to enable the entire sales organization.

Date:
March 7, 2007

TIME:
10am PT/ 11am MT/ 12pm CT/ 1pm ET

Presenters:
John Aiello, CEO of The SAVO Group
Anna Carbonara, Moderator, American Marketing Association

To register:
Webcast@mail97.subscribermail.co

Other dates... [\(Click on the event title for more details\)](#)

David Forman Training

Visit www.davidforman.co.nz for 2007 training calendar

Geewiz Training

Visit www.geewiz.co.nz for 2007 training calendar

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