

GEEWIZ NEWS

JULY/AUGUST 2004

Greetings Friend of Geewiz

In this issue of Geewiz News you'll find some stimulating ideas on:

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Skilled staff in short supply

As some of you will be finding, getting really good sales people, customer service people, marketing people, sales managers and marketing managers is really tough at the moment, because the good people are being well looked after by their current employers.

It's interesting to note the reason why people leave their sales or marketing jobs. It is because of dissatisfaction with the people they work with, caused by administration hassles, quality issues, and people's attitudes.

When you're interviewing for a new potential person, make sure that you explore their personality and attitude, and most of all their attributes, as well as the skills.

A very simple structure for an interview for selection that works is:

1. You talk about your company, about the job role, and watch to see if the sales person is listening.
2. The applicant talks about themselves, and hopefully 'sells' their skills to you in the next 30 seconds.
3. You ask each other probing questions which always begin with what, when, where, why, which or how, to establish attitudes and personality as well as skills.
4. Make a decision – you either want to see this person again, in which case you ask them to think about it and come back to you within 24 hours letting you know that they would like to participate further, or if they are not suitable tell them straight away and thank them for their time.

This way, you get some very quick clues in your selection interview as to whether the skills of listening are being applied, whether they can successfully sell themselves, and most of all their ability to hold a conversation and communicate with a potential customer (being you).

Remember, there's two objectives; one is to decide whether the applicant would be a great member of your team and can contribute, and also to leave a great impression of your organisation, because they might be a buyer at some stage.

There's also brand new evaluation testing that is now being launched into New Zealand by Geoff Wake, which examines the more than 70 fascinating attributes of a person's personality and characteristics which goes further than the old personality tests and intelligence tests,

and provides a deeper insight into whether the person actually has the ability to handle your job role. This includes what will happen when they are under a bit of stress, or need to do some added training to add to their skill level. You can check out some more details on this by emailing Geoff at gwake@ihug.co.nz.

Brain Fodder

You've all heard the saying 'garbage in, garbage out', but how many of you take notice of it when it comes to stimulating yourself to be creative, maybe develop some new ideas, maybe look at your business strategies from a lateral perspective, perhaps meet some new people that also work in a similar industry to yours, and maybe even just pick yourself up after a tough few days or weeks.

Too often, as managers of businesses we spend time motivating, praising, inputting skills to our team members or people who report to us, but we forget about adding to our own storage files of knowledge.

The best way that I find to do this is to make sure that I go along to an organisation and just meet with another network of people, either to hear a speaker over a breakfast or a lunch or an afternoon event, or perhaps even just meet with 2 or 3 colleagues over a beer or a wine or cup of coffee somewhere, on a regular basis (at least once a month) for a couple of hours to put that correction into the garbage to replace it with fuel. Then maybe the adage becomes 'positive fuel in equals positive output'.

As a member of Geewiz Friends, below is an offer inviting you to participate in an organisation called 'Sales & Marketing Institute of NZ', www.salesmarketing.org.nz, which is a great place to start, and I've even given you a special offer that, if you sign up and become a member I will pay for your second event as a reward for you investing in your own career and brain fodder development!

A special offer/reward to my Geewiz friends

As one of the activities that I engage in, I am president of the Sales & Marketing Institute of NZ for 2004, and I'm really proud of the many things that this organisation delivers to people who are involved in the selling, sales management, and marketing activities within a business.

The organisation runs monthly events in Auckland and Christchurch, and will soon be running events in Wellington, that will stimulate you and your business, allow you to build professional networks, and most of all, give you an opportunity to meet with other sales and marketing individuals.

You can find out more details on this link to their website, www.salesmarketing.org.nz.

My special offer today for you is, if you decide to join the Sales & Marketing Institute of NZ, and after you've attended one event (which can be either a Breakfast, Lunch, late afternoon Leadership event, or After 5) I will pay for you to attend the next event, whatever that is.

So it's easy. Join up as a member, come along to an event, and you get the second event free, courtesy of being a Geewiz friend.

If you want to get any more details, after checking out the website, please don't hesitate to send me an email, and I look forward to you joining the Sales & Marketing Institute of NZ as a way of extending your business network, your business customer base, and your professional development from the great ideas from their speakers and membership.

Coming events in Auckland and Christchurch include:

Auckland

July 13 – Marketing Lunch with Paddy Sweeney “Good Stuff you’ll never learn from a Marketing Book”
July 21 – Bartercard Afternoon Leadership with Tony Falkenstein from Just Water, “Putting leadership ideas into practise - \$1,000,000 to start”
July 27 – David Forman Sales Breakfast with Martyn McKessar “How to make your sales meetings more profitable and effective”

Christchurch:

July 15 – David Forman Sales Breakfast with Richard Gee “Motivate your Sales Force beyond expectations”
July 20 – Marketing Lunch with Stephan Spencer from Netconcepts “Beyond more effective web marketing”

Plus there’s more details on events on the website.

Your brand

Over recent months we’ve seen the launch of Kevin Roberts’ new branding book ‘Lovemarks’, we’ve also seen the success of some New Zealand brands overseas, and you will have no doubt, in your daily activity of viewing some 2,500 advertisements per day (according to some wonderful statistical analysis), come across a whole pile of new brands that have been launched into the marketplace to help customers decide what they should be buying.

The most successful strategy for brand development is to build brands on publicity, not on advertising power. Certainly, advertising power helps consumers to recognise a brand, but if they don’t understand what that brand stands for in relation to quality, experience, and ethics, or whether it has a USP (Unique Selling Proposition) relating to the brand, then what was the point and value of having the brands?

Brands are important in marketing strategy, they help to focus a vision, they help to provide a ‘ring of confidence’, and if it is your own manufactured products that you have a brand for, you seem to take a greater degree of ownership and feeling of pride.

But if you happen to be a distributor or an importer who sells other people’s brands, then the branding issues becomes, ‘how can you use the international or imported brands to boost confidence in your own brand to your own customers?’

Don’t overlook the power that your own brand represents, international brands can be taken away from you and given to other distributors, but if your own brand is being steadily built through publicity, continuous communication, visual impact, then the power of the brands that you represent is supportive.

Have you done a brand audit recently? Check everything that your brand image should be on; stationery, websites, packaging materials, emails, to name just a few; and does it always appear in the same style, size, with associated fonts or typestyle? A very simple activity to standardise all of that is to produce a brand style guide, where you detail for the company procedures manual and for all users including suppliers and sales people and marketing people, the correct way to use the graphic images that are your brand, and no others. Remember, if it’s written down in a style guide, your brand will always be used correctly. Otherwise, you’ll end up with different colours, different sizes, strange looking reverse-outs, and quite frankly you run the risk of damaging your brand rather than building its publicity.

Check out your brands right now. How good is that brand at representing the image that you want?

And how do you build publicity for your brand? You attach your brand to great events that you can sponsor, you can achieve, awards for prizes, communicating strongly to your existing customer base and also your potential customer base what your brand stands for, and by including in your advertising your brand and what it is attempting to achieve.

The manager as coach

When you look at the spelling of the word 'manager' it's easy to note the first letter 'm' sometimes being short for 'miracle worker' or 'micro detail person'.

I'd like to suggest that you chuck out the title 'manager', it only means something to customers, and generally strikes fear in staff and team members. Why don't you consider replacing it with 'coach'? Instead of being a manager of people, and that is organising people to achieve tasks, generally within timeframes that you have set, why don't you change your role to being that of a coach? A coach helps team members recognise the potential they have within themselves to do more than what they are currently achieving.

Every single team member you have could handle something new, could do something better or faster or more efficiently, or could achieve more in the same timeframe.

But they don't see this for themselves, they are often blind to the roadblocks that are holding them back.

As a coach, you are coaching people all the time, continuously helping them to develop their potential, develop their personal skills, see and share your vision, and this is done through immediately recognising when things are done right, and say it now and not later; challenging people through 90-day action plans, appraisals, induction programs; giving that bit of praise; dedicating the challenges to the people who love them most; and giving people clear, realistic objectives.

Coaching is not something that you do just at sales meetings, just at marketing brand releases - coaching is something that you do all the time, continuously, and your vision is always to get your people to see their own potential, and when they've achieved that you get them to see the next potential, and keep on climbing the stairway to success.

I suppose an example of coaching is this Geewiz Newsletter, having now reached 21 years of circulation amongst the friends of Geewiz, and from the feedback from the emails and originally from the early days, from the faxes, so many people have been stimulated to do something in their business, personal career, or to work with somebody, from an idea that came from my coaching activity of helping you see the potential to do something more than what you are doing now.

You see, business coaching is not like the sports team. If the sports team fail you fire the coach. In business coaching, if the business team fails, the coach has to dig deeper to start again.

New Zealand market growth strategies

If you're not already noticing the dramatic increase in business that's being done in Christchurch in the South Island, it's about time you woke up. As New Zealand's second biggest city, with virtually no traffic problems (it's 10 minutes to anywhere), you might like to check out the tremendous growth that there is in Christchurch, the not only reasonably good domestic market, but it is the gateway to providing many product into the South Island, but most of all it's also an important gateway to exporters that are exporting from Christchurch all the way around the world.

Business in Christchurch is booming – make sure you take advantage of it.

Of course that's not to overlook the success that there is in Auckland, where the sheer inertia of 1.3 million people and their associated businesses, services, and specialty needs enables many successful businesses to focus and deliver good profits and returns to the shareholders without having to venture south of Hamilton.

Auckland is an dynamic environment, Auckland is a tough environment, Auckland has major transport issues, but Aucklanders in business do make decisions fast, they do always look forwards, and for those of you in the provision of professional services, the Auckland market and the Christchurch market are going to be very attractive because that's where the numbers are based.

Now before all my friends of Geewiz around the rest of New Zealand tell me that I've forgotten about them, don't react, everywhere in New Zealand and Australia has its strengths, all I've done here is just identify for marketing strategists a couple of areas of good focus.

Did you know?

Some interesting things that I've come across recently:

Saleslink, a fabulous mobile data processing software that is currently being offered in a package with Telecom, where you can get hold of the PDA cellphone plus all the software for only \$249 a month per rep, really ingenious example of bundling, and the software is really good. You can contact Luigi Cappel at www.smartphoneacademy.co.nz.

You can now get Datashow projectors that don't require cables to them, that will sit on your board room table and your laptop is just connected off to the side, a good person to contact on this is Murray Thom at Envision, www.envision.co.nz.

Tremendous deals and last minute accommodation offers that you can get on the website www.wotif.co.nz, I've seen this business be launched just over 18 months ago, and seen the tremendous growth by its owner, and had some great feedback. Quite good for those last minute accommodation needs if you need to make a change.

The new division of UBD, which is delivering database www.irisdata.co.nz is now very aggressively moving into the direct marketing and fulfilment business.

If you're looking for a great conference speaker, that is apart from myself (!), you might like to check out a new organisation that I've started in New Zealand at www.professionalspeakersnz.com, where I've gathered together some of the really good and great speakers that I know of in New Zealand, and feature them on a website, and already business is going great for people that have found the website, and used one of the speakers, plus this group of top speakers all share the same vision and philosophy, that is, to deliver more than what was expected, along with practical information that your participants at your conference or workshop or seminar can actually put into place. Check it out if you need a good speaker who will deliver more.

The government is planning anti-spam legislation, you might like to access the details on this anti-spam legislation by checking out this link for the discussion paper: www.med.govt.nz/pbt/infotech/spam/discussion/index.html

Welcome to new Friends of Geewiz

- 230 Marua – furniture store, www.230marua.co.nz
- Best Western – accommodation group
- PRI (Protective Response International) – personal security trainers and providers, www.protective-response.com
- Menlo Worldwide Freight
- Donovan's Chocolates Hamilton
- Business Silverdale
- Hot Lobster Graphics
- Mainland Minerals

- CRT Farm Supplies
- Heritage Tiles
- The Logistics Group
- XS Baggage
- Westney Depot
- Air Maritime Agency
- Reed Recruitment

My PA

As many of you will be aware, I'm very lucky to have an absolutely fabulous personal assistant, Lisa Barraclough, who runs support for me and my businesses, trading under the name 'My PA Secretarial Services'

Well now there's a great opportunity for you to get a personal assistant. My PA has now expanded to three licensed My PAs around Auckland, and they can all supply fabulous personal assistant, secretarial, and great can-do attitude for your business, either by the hour, set number of contract hours per week or per month, or a flexible arrangement to suit the peaks and flows of your business.

In addition, if you know any outstanding secretarial, experienced people who would like to take up the opportunity to investigate becoming a My PA licensee, get them to go and check out the website, www.my-pa.co.nz.

I can certainly recommend to those of you looking for 'My PA' or for those of you who know really good people who love to work with a wide variety of interesting clients, that it's well worthwhile investing. You can't have my PA Lisa, but you can have her clones. Take advantage of it now.

Feedback

I had a great email come through from one of the friends of Geewiz who, following the last newsletter, sat down with his own team and did a brainstorming session to create 21 reasons for doing business, and he commented that it was a great team building session, he's now got some extra business because they've been helping clients understand more about their vision and philosophy, and it was very pleasing that I'd stimulated him to do some action in his business.

A couple of great pieces of feedback from people who have attended seminars and workshops, who have had some wonderful success in some tenders and quotes that they've achieved, including one participant who got a wonderful salary remuneration package increase by using the SPEND formula.

Thanks for your feedback, and don't forget anybody else that becomes involved with me, either by consultation, participating in a seminar, workshop or a conference, that yes, I do enjoy those little pieces of feedback.

Seminars

You can book these seminars online at www.geewiz.co.nz, paying by Visa, Mastercard, direct credit, or Bartercard, and it's even easier now - when you check out the seminars you can click on a choice of details and then the 'book now' button, and it already translates all the information you were having a look at into the booking sheet so all you have to do is add your name and method of payment. Of course, we will invoice your company, you just have to make sure you pay before you attend the seminar.

JULY 2004

- 13 July Managing Your Sales Team (morning) ½ DAY Christchurch - CECC
13 July Marketing for Non-marketing Managers (afternoon) ½ DAY Christchurch - CECC
13 July Time Management (evening) 2 HRS Christchurch - CECC
13 July Sales & Marketing Institute Marketing Lunch www.salesmarketing.org.nz
Auckland
14 July Sales Basics 1 (morning) ½ DAY Christchurch - CECC
14 July Sales Basics 2 (afternoon) ½ DAY Christchurch - CECC
15 July Sales & Marketing Institute Sales Breakfast www.salesmarketing.org.nz
Christchurch
20 July Sales & Marketing Institute Marketing Lunch www.salesmarketing.org.nz
Christchurch
21 July Sales & Marketing Institute Leadership www.salesmarketing.org.nz Auckland
22 July Sales Basics 1 & 2 1 DAY Wellington/Portland Hotel
23 July Motivating Sales Reps & Customer Service Staff ½ DAY Wellington/Portland
Hotel
23 July Awkward & Difficult Customers ½ DAY Wellington/Portland Hotel
27 July Collect Your Debts ½ DAY Auckland Chamber
27 July Sales & Marketing Institute Sales Breakfast www.salesmarketing.org.nz Auckland

AUGUST 2004

- 3 Aug Sales Basics 1 DAY Auckland Chamber
3/4/5 Aug 3-day Certificate in Selling 3 DAYS Auckland Chamber
10 Aug Sales & Marketing Institute Marketing Lunch www.salesmarketing.org.nz
Auckland
11 Aug Selling on the Phone 9-12.30pm ½ DAY Rotorua Chamber
11 Aug Collect Your Debts 1-4.30pm ½ DAY Rotorua Chamber
11 Aug Time Management 5.30-7.30pm Evening Rotorua Chamber
11 Aug Sales & Marketing Institute Sales Breakfast www.salesmarketing.org.nz
Christchurch
12 Aug Sales Basics 1 9-12.30pm ½ DAY Rotorua Chamber
12 Aug Sales Basics 2 1-5pm ½ DAY Rotorua Chamber
18 Aug Sales & Marketing Institute Marketing Lunch www.salesmarketing.org.nz
Christchurch
23 Aug Marketing for Non-Marketing Managers ½ DAY EMA Northern
24 Aug Sales & Marketing Institute Sales Breakfast www.salesmarketing.org.nz
Auckland
24 Aug Sales & Marketing Institute Leadership www.salesmarketing.org.nz Christchurch
25 Aug Selling Professional Services ½ DAY Wellington/Portland Hotel
25 Aug Creating Your Strategic Marketing Plan ½ DAY Wellington/Portland Hotel
26 Aug Principles of Marketing 1 DAY Wellington/Portland Hotel
30 Aug Prospecting for New Business ½ DAY EMA Northern

SEPTEMBER 2004

- 7 Sept Sales Basics 1 DAY Auckland Chamber
9 Sept Sales & Marketing Institute Sales Breakfast www.salesmarketing.org.nz
Christchurch

14 Sept Sales & Marketing Institute Marketing Lunch www.salesmarketing.org.nz
Auckland
16 Sept Sales & Marketing Institute Marketing Lunch www.salesmarketing.org.nz
Christchurch
21 Sept Sales & Marketing Institute Networking Event www.salesmarketing.org.nz
Christchurch
22 Sept Sales & Marketing Institute Leadership www.salesmarketing.org.nz Auckland
27 Sept Managing and Motivating Your Sales Team ½ DAY EMA Northern
28 Sept Sales & Marketing Institute Sales Breakfast www.salesmarketing.org.nz Auckland

Thank you for letting me share with you my ideas in this issue of Geewiz News, and maybe, perhaps I have 'coached' you into taking some action in your business. Go and enjoy your day and do something better than yesterday!

Kind regards, and looking forward to hearing of your successes !

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