

GEEWIZ NEWS

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Greetings Friend of Geewiz

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Welcome to all my Geewiz friends and business associates, it is good to see that you have survived the winter slowdown, and most of all, it's back to being busy out there if you are out there chasing for added income, new sales, prospects, and building relationships.

Hooray! I'm back to working the hours that I expect to drive myself, and perhaps being a bit smarter as I race around the countryside, but thoroughly enjoying myself out in front of conferences, seminars, and those all important marketing clients.

A welcome to the Geewiz team, the members of:

The Bus, Coach and Marine Association
Aquapure Water
Pit Stop
WS Medical
Malcolm Pacific International
Jenkins Biolab
Kiwi Lumber

Health and Herbs
DS Direct Computer Suppliers
Marsanta Foods
GJ Gardner Homes
Value Tyres
Panpac
McLeod's Quad Adventures

Plus the many people who have subscribed to the E-list, both over the web and attending some of the conferences I've addressed in the last few months.

Sales

This can sometimes be the time of the year when complacency sets in, and there's a bit of call reluctance by the members of the sales team to actually get out, call on customers, perhaps get wet, but also do that planning for the all-important budget performance.

At least in the Southern Hemisphere, at this time in the middle of winter, all the customers are going to be in their offices because they're probably trying to keep warm too. This means that your appointment with a customer is likely to be held, or that prospecting extra call at the end of the day is going to find a customer at home.

When you're looking at call reluctance by sales reps, you need to examine the time planning that is being actively engaged in, particularly with relation to allocating sufficient time for A category, B category, and C category customers. This is the time to be encouraging your reps to be visiting their A category clients.

Call reluctance is generally down to lack of skills, particularly in the planning of calls, the product knowledge features and benefits communication, and sometimes personality of the rep involved. It can be overcome by a good sales manager running sales meetings that are focused, positive, and cover the skills areas to show reps how easy it is to get out and call on customers.

While the technology from the cellphones and the WAP technology just gets faster and faster and gets more and more options, remember the more information that is available, and the faster it is available, then the greater sales aid it can be to encourage people do business with people.

Don't rely on sending text messages, emails, and direct marketing letters when, most of all, the amount of F2F (Face to Face) time spent by the sales reps is not very high.

There's only one way to lift up your sales, build relationships, and introduce new products and services, and that is to spend more time face to face with your clients.

The current average in New Zealand is two hours a day, Australia 2.25 hours, and the US 2.75 hours. It is so easy to have reps distracted from spending time in face to face negotiations by doing other things.

Go through and get your reps to get a daily task list and identify those areas that need to be culled to encourage them to spend more time in front of customers.

This is the time of the year when good networking opportunities exist to go along to various industry association functions, particularly those run by the Chambers of Commerce and the Employers and Manufacturers Associations, as well as the specialty networking organisations like BNI and BIZ4U, and the host of industry conferences that will be held over the next few months.

Networking is more than collecting business cards, it is about identifying people who have a business interest, and setting follow up appointments to come and meet on a face to face business to discuss the business opportunities that you can supply.

Networking is about quality, not about quantity.

Closing the sale

There are many ways to gain commitment from the customer, but there are a number of very simple ones which are well worthwhile reminding the sales reps at their sales meeting.

ASK – once you've completed your presentation remember to ask the customer for the order, don't walk away, don't leave it for a follow up, ask for the order. Good questions are; "When would you like to start enjoying the benefits?", and "What else would you need to know to make a decision today?"

THE CHOICE OF 2 – giving customers, clients and buyers the choice of two decisions, "Would you like the red or the blue?", "Would you like Pack A or Pack B?", "Would you like delivery today or next week?" Any more than a choice of two gets confusing, and slows down the ability to make a choice.

SILENCE – the most powerful close of them all. Immediately after you've asked the question "When would you like to start enjoying the benefits?" then just stop talking. Have your pen poised over your writing pad, and look at the buyer, waiting for them to comment. This powerful close works, because the person who speaks next is a buyer. Either the buyer purchases your product or service, or you buy their excuse. Most people will rarely wait two to three minutes, even though it feels a long time, it's about the same amount of time as you sit waiting at the traffic lights for them to change, but it is a real use of selling skill technique, and very enjoyable for the sales rep to use.

SUMMARY CLOSE – in this one, you summarise the discussions to date that you've had with the client, using the SPEND formula, that is, outlining the Situation, outlining the Problems, outlining the Effects on the business, and then showing how easy it is to take them away through the products and services that you can supply (Needs) and then the Decision is, when would you like to start?

There are many other types of close, however I find these ones the most successful amongst the sales reps who attend my seminars, in the practical application of getting customers to make a commitment.

Marketing Ideas

A big effort right now is to make sure your database, whether it is a CRM package, or an Excel spreadsheet, is delivering the right records of customer contacts, customer details, and is easy to use. I recently saw a presentation that focused on getting the basics of the call report details translated into Excel spreadsheets which could then be easily interpreted and analysed simply by the Sales Manager.

It's about the extraction of the information, not about how fancy the software interface looks. I emphasise, make sure that you are getting the database to record whether the cellphone is text and email capable, and ask your customers how they want to be communicated with, and how often.

Texting control by the major suppliers, Telecom and Vodafone, it is really heartening to see that the major suppliers are not going to encourage unsolicited spam texting. They are self-regulating to ensure that customers on the text base, as a media, have joined understanding that they will receive from time to time offers, but that there will be no selling of lists for text junk. This means that you better make sure that you find out from your customers if they're prepared to accept text messages about special offers, or confirmation of order details.

Bear in mind that there are good marketers as well as bad marketers, who use various forms of media, so it will be obvious that, from time to time, there will be good advertisements as well as bad advertisements, and that means good text media use as well as poor choice of media use.

Check out a good website for an understanding of what's actually happening and some case studies on texting by going to see www.thehyperfactory.com.

Has New Zealand gone soft on exporting? We have some real good success stories out there in exporting, but we also seem to have a lot of companies that don't seem to be aware that their products and services are capable of being exported, and that there are buyers internationally who would love to buy either that service or that product.

There is a heap of advice, help, and mentoring, available from Trade and Enterprise and their website is a great place to start (www.nzte.govt.nz).

The trend for business cards, in addition to having photographs of the people on the front is to have a list of what you'll find on the website on the back, as the website is a main source of information.

Have a look at your own company business cards – how helpful are they for helping people to find information?

Marketing your services is made easier when you can provide a testimonial of a client who has used your services, and create a story about why people should discuss their service needs with you promptly.

Services, because they aren't tangible, need to be stories of experiences by satisfied users. Examine your marketing material for the use of experience stories, testimonials, and conversational descriptions of your service benefits so that the potential new customer can understand easily.

Marketing your services relies very heavily on your USP explanation, plus even more so, the development of success strategies that can be relied upon.

Sales Management Book

Yes, my NZ Sales Management book is still available, and it has been great to receive some wonderful emails from purchasers who are using the many great ideas, and taking advantage of the free email feedback to me for any ideas to do with opportunities within their sales team.

You can order the Sales Management book on my website, www.geewiz.co.nz, or on the publisher's website, www.cch.co.nz, and it's only \$69.95, and is a great read when you need stimulating on how to run that sales team.

New on my website are : new articles that can easily be downloaded to provide information at your sales meetings, or just provide some marketing strategies, a list of conference speaking topics, heaps of new photographs of people who have recently participated at conferences or seminars that I have addressed. Comments welcome....

Seminars for August / September / October - To book go to www.geewiz.co.nz

AUGUST		
12 Aug	1-day Sales Basics	Auckland Chamber
12,13,14 Aug	3-day Sales Certificate	Auckland Chamber
19 Aug	Debtor control Collect and keep customers (4-6pm)	Tauranga Chamber
20 Aug	Overcoming Objections and Getting Commitment (Sales Basics 2) (morning)	Tauranga Chamber
20 Aug	Emails, Emarketing, Ecommerce (afternoon)	Tauranga Chamber
26 Aug	Sales Basics 2 (morning)	CECC
22 Aug	Time Management (morning)	Hamilton Business Dev. Centre
25 Aug	Passionate & Powerful Presentations	CECC
26 Aug	Awkward Customers (afternoon)	CECC
26 Aug	Networking – The Right & Wrong Way to Network	CECC
26 Aug	SMEI Breakfast	Auckland
27 Aug	Awkward and Difficult Customers – ½ day	Wellington EMA/Geewiz
27 Aug	Selling to Corporates & Major Accounts – ½ day	Wellington EMA/Geewiz
28 Aug	E-marketing – ½ day	Wellington EMA/Geewiz
28 Aug	Marketing for Non-marketing Managers – ½ day	Wellington EMA/Geewiz
29 Aug	Enterprise Franklin Breakfast	Pukekohe
SEPTEMBER		
10 Sep	Marketing Strategies (morning)	Hamilton Business Dev. Centre
17 Sep	1-day Sales Basics	Auckland Chamber
18 Sep	Managing your Sales Team – 1 day	Auckland Chamber
22 Sep	Taxi conference Invercargill	
23 Sep	SMEI Sales Breakfast	Auckland
26 Sep	Hydraulink Conference Queenstown	
OCTOBER		
8 Oct	Selling your Professional Services	Auckland Chamber

14 Oct	Powerful Presentations	Auckland Chamber
21 Oct	SMEI Sales Breakfast	Auckland
22 Oct	Motivating/Attitude for Sales Teams & Customer Service (morning)	CECC
22 Oct	Prospecting (afternoon)	CECC
23 Oct	Marketing for Non-marketing Managers (morning)	CECC
23 Oct	Creating a Strategic Marketing Plan (afternoon)	CECC
23 Oct	Making E-Commerce Work (evening – 2hrs)	CECC
29 Oct	1-day Sales Basics	Geewiz Seminars Wellington
29,30,31 Oct	3-day Certificate in Selling	Geewiz Seminars Wellington

Friend of Geewiz, thanks for sharing the ideas in this issue of Geewiz News, now don't be reluctant to get out there and do some sales calls, or encourage your reps to do so, and get focused on those all important marketing release strategies if you've got any new products or services that have to be launched before Christmas – it's only 4 months away, or 16 weeks of planning to make sure your products get released before the all important consumer buying period.

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

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