

Greetings Friend of Geewiz

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

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## Adding Value

At this time of the year, as it starts to get a little bit colder in New Zealand and Australia with winter coming on, it's a good idea to start thinking about how you can add some value, bundle together some products or services, to give your sales people a good message to support the aggressive marketing to stimulate customers to help them make decisions.

The idea of adding value, eg. buy two services, get one more included, or bundling together services or products for a price point or for a package, always increases the revenue that you get from those customers that identify very quickly with the offer.

Don't make the mistake, like the airlines are currently do, of offering prices for flights plus all sorts of add-ons that the consumer or customer suddenly finds out about after they've made the purchase. These are such things as you will have seen if you go into the major airlines' websites; plus insurance, plus landing fees, etc. In New Zealand under the Fair Trading Act, if you willingly mislead the customer there are some real penalties.

Adding value, by getting your customer service team and your sales reps to always ask, "Will there be anything else?" or to have an offer line of the day, an offer line of the week, that can be offered by email or in person or over the phone, and to do a brainstorming session of, "What else can we sell apart from the main line?" when somebody makes an enquiry for this product or this service, all helps to give clear communication to your customers about how you can add more products or services that they can buy.

## Reasons to do business with you

A very good little marketing strategy is to put together 10, 12, 20 reasons for doing business with your organisation, and add it to your website, add it to your quotations, add it to your tenders, add it to your handout material that sales reps leave behind, put it up on signs and noticeboards in your customer interaction/customer service areas, as well as including it in your marketing strategies.

The brainstorming involved with getting your team to think about 21 reasons for doing business serves to focus on the benefits and also it gives them some discussion topics to highlight to customers as to why they should do business with you.

## Have you looked at your website lately?

The biggest concern, as a marketing consultant, is the lack of information that there is as to what you can find on somebody's website. Websites have been around since 1996, so we're nearly at the 8 years +, and yet companies just list a website address without giving an indication of the contents that you can find on the website.

The best strategy you can undertake is to detail on your business cards and promotional material what a customer can expect to find on your website. The reason this works is that customers are so busy, even though they know you've got a website, if they don't understand what is likely to be on the website with regards to information, contacts, products or services, they will just pick up the phone and speak to you by phone, therefore taking up valuable time, or get frustrated and go to somebody else's existing website where they already know what's on there.

It doesn't take much to list what you can expect to find on our website, after all it is a main source of information about your company, or the services that you provide, and the more you can drive people to your website the more you can measure, and you can determine how to upgrade your website and make it more attractive.

Create a list of what's on your website today, and put it on your next promotional material that you send to customers. Give the list to your sales reps, give the list to your customer service people, and see how you can include it in your marketing communication strategies. After all, you invest in the website, now help drive people to it. The search engines are getting tougher because there are so many websites now, to actually get your website to the forefront for the easy find in the search engine basis, so you have to then adopt the alternative strategy known as a "pull" strategy, by pulling people to your website by letting them know what information they can find.

Also on websites, when was the last time you had a look at the statistics from your website ISP provider, who hopefully has provided you with a very simple program that is telling you how many people are visiting your website, how many people are taking files away, and what the trend is over the last 12 months on your website.

I actively watch my website statistics each month to see what the trends are, and to see what else I can be doing to tweak my website to make it more attractive for people to get information from. Recently, I noticed a sudden drop-off in number of visitors, and was able to discuss with my website hosts what had caused it, and how to fix it, and this was able to be actioned, otherwise I could have gone many months without noticing that there was no longer quite as many visitors.

The Geewiz website attracts over 15,000 people, downloading free pieces of information and files, in an average month, so it's important to have those potential customers and clients continuing to look at the website.

## **Media growth**

You may have seen in the newspapers and magazines recently, of the tremendous increase in revenue being spent on all forms of media – television, radio, magazines, newspapers – in the last 12 months. What is highlighted from this industry data is the fantastic growth in outdoor signage, up by 500% in the last two years. So if you've ever wondered why we are seeing more signs on the highway, more signs on the buildings, more attractive visual stimulation from different signage, now you can understand why. The only reason that this media is growing so fast is because it works.

Customers are visual people, they love looking at visual stimulation, so have a good think about the signage around your building, signage on your cars, signage for marketing strategies. Go and check out the billboard suppliers, where you can rent billboards in high pedestrian and car traffic areas to promote your marketing.

Some of the other claims of media increases in spend, when you take away the price increases that the media put into place during the last 12 months, would suggest there was not really that growth. You can expect media price increases in the coming few months, as many media providers maximise the opportunities that this good news indicates to increase the charges for media, and increase their profitability. Remember, you need to measure the effectiveness of the media in attracting customers to your point of contact, be it the web, phone, face to face, or retail distribution channels.

## **Customer acquisition cost**

I've been asked by many people at my marketing speaking and training presentations, and also in consultancy, to repeat the simple formula of how to measure your customer acquisition cost.

You take your total last year's advertising spend, allocate 50% of that spend to communicating to existing customers, then take the remaining 50% balance and divide it by the number of new customers that you have acquired during the year. This then gives you a customer acquisition cost, which you can measure your success each year in reducing. This also allows you, of course, to compare what you should be giving in referral rewards, with what it's costing you through general media activities to attract customers.

## **Marketing professional services**

One of the most important strategies for marketing professional services is to focus on the people who are going to deliver the service, their experience, their knowledge, and the team that supports them in delivering that service.

People do business with people, and because services are intangible and cannot be experienced until they have been purchased, it's important to give credibility to the people that the customer is going to interact with.

Don't just focus on the managers or the practice managers or the professionals, also talk about the support people who interact with the customer beyond the partner or the main manager – the customer service people, the accounts people, the debtors people, the whole team.

When you focus on the people, you make it easier to help the customer understand the price they must invest to receive the services.

You can promote the people on business cards, brochures, websites, advertisements, and also by talking at conferences, exhibitions, Rotary and Lions meetings, as a way of exposing the people brand. Many professional people get concerned about promoting their own personal brand, however if it is done utilising experience, and stories of success, it's a very comfortable way to have a successful marketing strategy for professional services.

### **Welcome to new Geewiz clients**

Beca Consulting  
Mainland Minerals  
Benz International  
Xtra MSN  
Peros  
Staples Rodway  
Cabbage Tree Press  
Dog Enz  
Industria  
Plumbing World

### **Seminars**

My new Rotorua base of seminars went off extremely well, and Mary Bates from the Rotorua Chamber of Commerce was real pleased with the feedback from participants who came from Rotorua and as far afield as Tauranga to attend the seminars.

The next group of seminars in Rotorua is 11/12 August, and 24/25 November.

For those of you with Wellington staff, and in the Wellington area, Wellington has got a wonderful series of seminars on May 26/27 and June 2/3.

My seminars coming up for May, June and July are detailed below, and of course you can book these directly on the website, [www.geewiz.co.nz](http://www.geewiz.co.nz). Just go to the Seminar page, and you can either pay online or have an invoice sent to your company. Of course, you can pay by cash, direct credit, Visa, Mastercard, or even Bartercard.

I look forward to seeing you on one of the seminars!

### **MAY 2004**

19 May Bartercard Leadership Event [www.salesmarketing.org.nz](http://www.salesmarketing.org.nz) Auckland  
24 May Major Account and Corporate Development 1/2 DAY \$200 EMA Northern  
25 May David Forman Sales Breakfast [www.salesmarketing.org.nz](http://www.salesmarketing.org.nz) Auckland  
26 May Prospecting 1/2 DAY \$200 Wellington/Portland Hotel  
26 May Introduction to Supervision 1/2 DAY \$200 Wellington/Portland Hotel  
27 May Powerful Presentations 1 DAY \$330 Wellington/Portland Hotel

### **JUNE 2004**

2 June Managing Your Sales Team 1/2 DAY \$200 Wellington/Portland Hotel  
2 June Debtor Control – Collect & Keep Customers 1/2 DAY \$200 Wellington/Portland Hotel  
3 June Time Management 1/2 DAY \$200 Wellington/Portland Hotel  
3 June Telephone Selling 1/2 DAY \$200 Wellington/Portland Hotel  
8 June Prospecting for New Business 1/2 DAY \$200 EMA Northern  
15 June Sales Basics 1 DAY \$330 Auckland Chamber  
15/16/17 June 3-day Certificate in Selling 3 DAYS \$990 Auckland Chamber  
17 June Sales & Marketing Institute Marketing Lunch [www.salesmarketing.org.nz](http://www.salesmarketing.org.nz) Auckland  
22 June David Forman Sales Breakfast [www.salesmarketing.org.nz](http://www.salesmarketing.org.nz) Auckland  
30 June Bartercard Leadership [www.salesmarketing.org.nz](http://www.salesmarketing.org.nz) Auckland

### **JULY 2004**

13 July Managing Your Sales Team (morning) 1/2 DAY \$200 Christchurch - CECC  
13 July Marketing for Non-marketing Mngrs (afternoon) 1/2 DAY \$200 Christchurch - CECC  
13 July Time Management (evening) 2 HRS \$55 Christchurch - CECC  
13 July Sales & Marketing Institute Marketing Lunch [www.salesmarketing.org.nz](http://www.salesmarketing.org.nz) Auckland  
14 July Sales Basics 1 (morning) 1/2 DAY \$200 Christchurch - CECC  
14 July Sales Basics 2 (afternoon) 1/2 DAY \$200 Christchurch - CECC  
15 July Major Account and Corporate Development 1/2 DAY \$200 EMA Northern  
21 July Bartercard Leadership [www.salesmarketing.org.nz](http://www.salesmarketing.org.nz) Auckland  
27 July Collect Your Debts 1/2 DAY \$200 Auckland Chamber  
27 July David Forman Sales Breakfast [www.salesmarketing.org.nz](http://www.salesmarketing.org.nz) Auckland  
28 July Sales Basics 1 & 2 1 DAY \$330 Wellington/Portland Hotel  
29 July Motivating Sales Reps & Customer Service Staff 1/2 DAY \$200 Wellington/Portland Hotel  
29 July Awkward & Difficult Customers 1/2 DAY \$200 Wellington/Portland Hotel

### **[Professionalspeakersnz.com](http://Professionalspeakersnz.com)**

A new organisation has been born from my desire to associate for my clients the top professional speakers in New Zealand. I have created, along with a

group of top professional speakers, a new organisation called Professional Speakers NZ, and this will be a membership organisation of the top 20 to 50 New Zealand business speakers, who you will be able to use at conferences, workshops, or training seminars.

Check out the website, [www.professionalspeakersnz.com](http://www.professionalspeakersnz.com), and if I can help introduce you to somebody who will be really great for your next conference or training seminar, or even perhaps come and talk myself, I think you will really benefit from dealing with the top presenters/speakers who really can change an audience, change an attitude, and most of all take responsibility for the quality of their message.

## Testimonials

You know, when you're travelling around the countryside helping clients to take advantage of their opportunities and presenting seminars, it is always really great to receive emails telling you about the success. I'd just like to share a couple of recent ones with you.

"I'm pumped for this one, you have done me a great favour by pushing me into this review so I can see clearly where the sales are coming from and where my potential is! Thanks for all your help." David

"Just to let you know, my one task was to update my CV which I've been putting off for ages, and I finally sat down to do it on Wednesday morning immediately following your seminar. Thanks." Hannah

"It was a real eye opener to go back to basics and look again at the skills that are very useful that I've not used in a while, it made me realise that I'm not the only sales rep out there to call on my clients, and to be better prepared when I did, once again, thanks for a very informative day." Stephanie

"I've just had a chance to read a copy of the latest newsletter, and I saw your promo in there for the Marketing Today conference. Thanks so much, we really appreciate it." Amy

Boost your day by sending a testimonial to somebody, or an email comment about how well you've enjoyed putting some of their ideas into practice, or enjoyed doing business with them. It really does make you feel good.

Enjoy your sales and marketing strategy planning, and I look forward to seeing you on a seminar if it suits you.

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

Richard P. Gee

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