

Greetings Friend of Geewiz

Seven Weeks 'til Christmas!

That's right, there's only 7 business weeks 'til Christmas, and then everybody can go off on a wonderful relaxing holiday and no business will be done for a few weeks.

7 tasks before Christmas

With only 7 weeks to go, you might like to concentrate on the following tasks.

1. Identify 7 key customers to go and visit, one per week, to thank them for their business, review the successes that you've had with them during 2003, and ask them what they're doing in 2004. Even more important if those 7 key customers have to be customers that have given you referrals during the year.
2. Get each one of your sales force to identify 7 of their key accounts in their territory, and make sure that they visit them to identify what the opportunities are in 2004. You can of course go and visit some of these clients with them, however it's the discipline of visiting the clients that's more important, and looking for ways to build better relationships.
3. Send some thank you notes to key accounts, whether you are sending them a gift or not, just a thank you email, a thank you card (check out www.thepersonaltouch.co.nz for a great range) and don't overlook thank you notes to the members of your staff and your team for the effort they've put in for the year.
4. If you haven't already organised your promotional gifts for the year, you'd better get on to it real fast, or even better forget about giving a Christmas gift and do a 'welcome back to work' gift at the end of January, and be noticed rather than being part of the crowd. (Check out www.trendee.co.nz, or www.prestigeproducts.co.nz)
5. Encourage your sales team to create a territory plan for the first 90 days of 2004, looking at the customer relationships they're going to build, the prospecting they're going to do, the referrals they're going to ask for, the budget reviews they're going to undertake, and anything else that's specific to their territory operation. You can download a free 90-day Action Planner from my website as a good tool to get them focused on planning for the new year now so that they can hit the deck running, rather than thinking about it when they come back after their holidays.
6. Plan a team meeting with all the members of your sales team and anybody else in the company team to review the success of 2003, plan some strategies for the coming year to be investigated and implemented, and then you can do some socialising. Remember with the socialising, that the drink and driving rule is so tough, organise taxis or be flash, hire a limo and make sure that your team members look after themselves, and that their partners don't feel left out of the celebrations, or that you can fit in with the partners' own company celebrations. If you haven't already booked your end of year review and celebration time with your tea you need to do it very quickly so that there is no clash of dates. You don't have to spend a lot of money going out to dinners and restaurants and hotels which of course is very nice, for this wonderful summer weather an afternoon on the beach or a nice bush-clad NZ relaxation spot are just as great.

7. Identify 7 clients to ask for referrals, identify 7 debtors to ask for payment and chase them up to improve their debtor payments, identify 7 troublesome clients that you don't want as customers next year, and identify team members to put on training programs or to upskill and develop their abilities during 2004.

Congratulations! In the next 7 weeks you will have made sure that your business is going to lead successfully into 2004 with a bang rather than a staggering start.

Welcome to Geewiz

A big welcome to new people as part of the Geewiz network:

- Nugget Point, Queenstown
- Quest Apartment Group NZ
- Cornwall Designs
- Twinaplate
- Clarkson Electrical
- Jenkins Biolab
- Edtech
- Chequer Software
- Taupo Business Development Agency

What a year 2003 has been for me personally, another successful year of helping businesses and seminar attendees to accept the Challenge for Change, as well as accepting a bit of challenge for change in my own lifestyle. Most of all, seeing the New Zealand economy looking great! .

Despite many of the events that have happened during 2003, business has been good - more conferences addressed, more seminars, more marketing clients had success, and look out for 2004 with even better things to come.

2004 seminar dates will be posted on my website in the next couple of weeks, so if you're planning your staff training or self development check out what's available or send me an email and I'll send you a copy of the 2004 program.

National Speakers' Association Core Competences of Professional Speakers

If you'd like to be a Professional Speaker, Trainer, or just improve your skills at speaking, you might like to participate in a 2-day workshop on November 22nd and December 6th (these are Saturdays) in which you can hear from some of the top speakers in New Zealand give you practical advice on how to create a speaking business, how to create your story, platform presentation, developing products, writing books, running a speaking business, and many more tips on how to be a great speaking presenter.

The investment is only \$500, and that includes handout books, tips from the greats, and your refreshments for the day. The program is designed by National Speakers, which is a worldwide organisation of people who speak for a living.

You will have noticed that on my website I refer to the letters 'APS' which stands for Accredited Professional Speaker with National Speakers. The National Speakers website is www.nationalspeakers.org.nz, and if you'd like to get some more details on this program either check out the website or send me an email and I'll send you the full details.

Thank yous

A big thank you to all of those companies that have given me the opportunity to work with them in providing my consultancy strategies, seminar development ideas for both yourself and your participants, and allowing me to challenge for change with some conference keynote presentations, as well as the many tasks that I have worked with and enjoyed during the year.

To all of those people that sent some of the 400-odd emails after my accident earlier this year, a great big thank you, for your motivation certainly inspired me.

Great big thanks and best Christmas wishes to my partners in the seminars, the Chambers of Commerce in Auckland, Christchurch, Wellington, and Tauranga, the EMA in Auckland, Wellington, and Christchurch, the Business Development Agencies in Hamilton and Taupo, and especially to 'Lucky' my little tabby cat who has come into my life, creating such havoc and fun, and to my personal assistant Lisa for her great background work in supporting my business.

Have a great Christmas break, enjoy some holidays, and let's come back into 2004 invigorated and ready to tackle the world around us. Enjoy yourselves!

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

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