

GEEWIZ NEWS FOR March

In this issue you will find:

- Volunteers
- Sales Breakfasts
- Profiling
- Sales maybe down BUT
- Brand damage
- Gee Wiz reader offers
- Coming Seminars

VOLUNTEERS:-

Often in our business organizations we find that we call for volunteers to undertake a responsibility or to take on some extra work, or sometimes we may serve in a service organization which is full of volunteers.

The key thing to remember with a volunteer is that you can not fire them. You can ask them to do a job, they will commit with the best of their abilities and all they are looking for is recognition on completion of the task that they have used their skills and contributions.

Volunteers still need to have standards, they need to have guidelines, normal management support but even more so they need to be recognized for the contribution that they did and the success.

The world is made up of many volunteers who happily step up and say Yes I'll take on that task but sadly many managers, leaders and Presidents forget that the world of the volunteer is a very practical one, it needs to be nurtured and recognized. The next time you hear a volunteer saying that they will do it make sure you take note of their name and praise them afterwards for taking it on board.

SALES BREAKFASTS:-

I have started in Auckland a monthly Sales Breakfast in association with the Sales & Marketing Institute of New Zealand. This will take place on the first Thursday of each month and will be expanded to Wellington & Christchurch during 2008.

Each breakfast will feature some stimulating speakers focused on achieving better results in sales.

The speaker for the March 6th meeting will be Bill Potter & Richard Gee who will debate – Attitude or Motivation, which works.

Your investment in these is only \$50.00 and you can book on my website www.geewiz.co.nz to attend.

PROFILING:-

The art of profiling your top sales people and then turning these into master models for hiring future sales reps is proving to be a very good way of building a successful sales team.

If you would like to profile yourself or any members of your sales team logon to the following information, your investment is only \$150.00 per person and I will happily review the results with you, either via email, phone or in person. Each profile is totally confidential and it is profiled against New Zealand based and international based databases.

The website address is : www.extdisc.com/edo/personalanalysis/?lang=AUS

Or if English is not your choice of language go to www.extdisc.com/edo and select language you want.

The password to gain access is :NZL-PPRGDTR

SALES ARE DOWN, I'M DOWN, PEOPLE WON'T DECIDE:-

One of the really interesting international newsletters that I enjoy is one by Jeffery Gitomer who publishes a weekly sales caffeine and talks about a number of interesting stimulating ideas. One of his most recent ones was focused on the fact that sales are down, so I am going to quote some information from him.

“Times are tough, what is your point?”

“Well as much as I would love to tell you to quit whining and get to work, I’d rather not sound like our boss.”

“Hope: there is business out there just not much of it.”

“Reality: people will still be buying even if the quantity is lower the question is will they be buying from you?”

“When things are not going well you have 2.5 options.

1. Do something about it.
2. Do nothing about it.
Complain about it.

“Lack of sales is not a problem, peoples indecision is not a problem, lack of motivation is not a problem, all three are symptoms, if you are looking to cure you ills, you had better look deeper than complaining.”

“Here is where to start – look for the clues

Clue 1: Plan less act more

Clue 2: Plan for today the night before

Clue 3: Plan for the week on Sunday

Clue 4: Plan 6 valuable or money meetings

Clue 5: Plan actions and activities that lead to completion

Clue 6: Plan successes not just actions

Clue 6.5: Now is the time, you know the old expression, is no time like the present, I say there is only the present.

“Attitude Clue, if your drama factor exceeds your sales results its time for an extreme attitude make over.”

“When sales are slow big companies cut rather than invest, they say advertise after the recover or market after the recovery, I’ll train more after the recovery, wondering all the while while things are not improving as they whip their sales people.”

“They react rather than proact.”

“Sales drop even further, morale drops and key people quit and as a result recovery takes longer.”

“As a sales person here is what to do, look at who you are and how you engage.”

“Help your customers, if your business is down it means that others are down, give them business building ideas or sales leads, send them an idea a week, they will remember your help after they recover.”

“Get closer to your customers, work there for a day, get to understand why things are slow and we will all take to make them better.”

“Position yourself as a resource, not just as a sales person, communicate value messages to your customers every week.”

“Get endorsements from your most loyal customers and use them in testimonials ad campaign, your customers will love you and tell others.”

“Re-dedicate yourself to the present your ability to win is in direct proportion to your desire to remain a student and the intensity of your attitude and enthusiasm today.”

“Caution, it is not just one thing to get back in the game it’s a bit of all these elements, the good news is you control our destiny, that’s why you got into sales in the first place.”

Jeffery Gitomer is the author is the Little Red Book of Selling and other books on sales and marketing and he runs seminars and sales meetings and programmes in the US.

You can contact him on www.gitomer.com and you can register to get yourself a copy of this wonderful little weekly enews.

Good comments, good stuff try it.

BRAND DAMAGE:-

Brands are so precious when they are built up, they are all about perception, they are all about customer understanding the meaning of what your brand is delivering.

It has been very sad recently to witness a major New Zealand franchise damage their brand very badly because of the way they handled a fraudulent activity by one of their master franchisors.

The media got hold of it, they showed the owners in the media and they reported back comments and they continued to dig back everytime showing the companies logo and brand.

From a marketing perspective your brand is very precious, it can take months and years to build up a perception of trust in your brand and if you are not careful it can take minutes to destroy that trust in the eyes of your existing customers, your future customers, your suppliers and your peer group within the industry.

Franchises are all about branding, often the franchise is about buying into the brand.

If you have a brand make sure that you have some strategies in place to deal with when things go wrong to make sure that your brand does not get damaged.

GEEWIZ SPECIAL OFFERS:-

A number of the readers of Gee wiz have contributed some special offers for this month.

Geoff Wake is a Neuro – Symantics Trainer who is really practical person, and he is focusing on accessing personal genius, which is a great programme on self leadership and personal mastery.

If you would like to know more get in touch with Geoff at g.wake.co.nz or you can phone him on 09 525 7091.

Andrew Maehl email aam@xtra.co.nz is promoting the Small Business Expo’s in Auckland, Wellington & Christchurch and he has got some exhibitor gaps which he would love to be able to help some GeeWiz readers fit in with those.

The dates are: Auckland Small Business Expo 16 – 18th April 08, Christchurch 20 – 22nd May 08, Wellington 25 – 27th June 08.

You can email Andrew or phone him on 021 540 980.

Richard Kelly phone 021 277 3021 or email richard@wilfordmotorsport.co.nz is running a rally team in the New Zealand Rally Championships and he is seeking companies that are interested in using media exposure to market their brand.

If you want to make sure that you get to the forefront of a great media event get in touch with Richard.

How would you like to know what figures are, particularly when you are looking at statistics?

Matt from Time to Define Limited Mob: 021 866 055 or email ttd1@ihug.co.nz has a very good website concept where you can order up figures and statistics on any area of New Zealand www.newzealandfigures.co.nz and one of the examples that he has created is a local one www.northlandfigures.co.nz .
Very good for building up statistics.

The Auckland MasterMind meets on the last Thursday of each month (except December) from 7.00 – 9.30pm.

The Auckland MasterMind is hosted by Chris Bridgeman, who has studied with a wide range of personal growth & wealth creation teachers over the last 10 years. Visit www.AucklandMasterMind.com to find out more information!!

Chris Bridgeman The Auckland MasterMind P: 09 336 1164 E: office@AucklandMasterMind.com
W: www.AucklandMasterMind.com

Universal Events from Australia have offered me an opportunity for all of my GeeWiz readers to come along and spend either 3 days or any part of the 3 days with Chris Howard, and internationally acclaimed master NLP trainer who presents an incredible break through to success weekend. This is currently on tour around the world and visiting such places as Dublin, Melbourne, London, Sydney, Auckland, Perth, Brisbane, Los Angeles, San Francisco, Seattle, Adelaide, etc and he is going to be in Auckland on 4th – 6th April.

You will be getting an email telling you more about it and giving you the offer details where you can go through to the break through to success wealth and power weekend at the Bruce Mason Centre in Takapuna.

The normal cost for the seminar is \$895.00 per person, but to the Gee Wiz readers you get it for NO COST, all you have to do is mention Gee Wiz when you go in on the special code.

Coming Seminars:

We have a wealth of seminars occurring up and down New Zealand & Australia over the next 2 months and here are the summary details and of course you can go into my website www.geewiz.co.nz and pick up copies and book safely and securely on line.

March 6		Sales & Marketing Institute - Breakfast	7am - 9am \$50.00	Kingsgate Hotel, Parnell
March 10		Marketing for non Marketing Managers	1 day \$450.00	EMA, Khyber Pass, Auckland
March 11		Sales Prospecting Seminar half day	half day 9am - 12pm \$	Biz North Kerikeri
March 11		Leadership	half day 1 - 4 pm \$	Biz North, Kerikeri
March 13		Sales Management	1 day \$450	Kingsgate Hotel, Parnell

March 14		Motivation and Attitude	half day \$250.	Kingsgate Hotel, Parnell
March 17		Motivation and Attitude	half day, morning \$250.00	Riccarton Village Inn, Christchurch
March 18		Sales Basics Seminar	1 day \$450.00	Riccarton Village Inn, Christchurch
March 19		Prospecting for New Business	1/2 day \$250.00	EMA Northern (Auckland)
March 27		Serious Selling	1 day \$450.00	Kingsgate Hotel, Parnell
March 28		Sales Basics Seminar	1 day \$450.00	Kingsgate Hotel, Parnell
APRIL 2008				
April 3		Sales & Marketing Institute - Breakfast	7am - 9am \$50.00	Kingsgate Hotel, Parnell
April 16		Great Supervision Skills	1 day \$450.00	Kingsgate Hotel, Parnell
April 17	45b	Debtor Control Collect & Keep Customers	1/2 day \$250.00	Kingsgate Hotel, Parnell
April 21	19	Sales Basics Seminar	1 day \$450.00	Kingsgate Hotel, Parnell
April 23		Time Management Seminar	1/2 day \$250.00	Kingsgate Hotel, Parnell
April 29		Sales Basics Seminar	1 day \$450.00	Quest on Willis Wellington
April 30		Creating a Strategic Marketing Business Plan	1 day \$450.00	Quest on Willis, Wellington

Book on the website www.geewiz.co.nz or phone 0800 GEEWIZ [4339494] Fax 09 4243283

Successful regards



Richard Gee

Geewiz news is read by over 29000 + people in New Zealand, Australia, Singapore, Malaysia, Vietnam, India, Philippines, Tonga, Samoa, Fiji, New Caledonia, USA, Germany, Canada, United Kingdom, South Africa, Dubai, France, Germany, Sweden, Norway, Finland, Brazil, Chile, Mexico, Japan, Korea, Taiwan, China. Please enjoy and your feedback is always welcome.: richard@geewiz.co.nz.

As a member of the GEEWIZ knowledge information network please is assured that your email contact details remain confidential to GEEWIZ news .If at any time you wish to change details, or stop receiving Geewiz news, send me an email quoting your email address this is being sent to, [currently \[insert email address field\]](#)

