

richardgee

---

**From:** Richard Gee [info@richardgeewiz.com]  
**Sent:** Monday, 28 September 2009 11:21 a.m.  
**To:** richard@geewiz.co.nz  
**Subject:** {test} GEEWIZ news September ideas for you and your business

29 September

Geewiz news September

Welcome to only 100 days before Xmas... in this issue of Geewiz

**Sales letters 4 don'ts "4 Secrets To Sales Letter Conversion"**  
**Sales myths managers like**  
**90 day challenge for your business**  
**Geewiz Training nominated needs your votes**  
**Debbie Mayo on Facebook fans**  
**Geewiz friends offers for you**  
**Geewiz seminars coming up**



## Sales letters : "4 Secrets To Sales Letter Conversion"

OK, let's get started with the four things you need to know about sales letters.

If you're making even one of these mistakes, you could be killing your sales without even knowing it...

### 1. Don't bluff!

There is nothing worse or even more pathetic than a writer who bluffs. True, many writers have written well-fabricated tales and passed them off as genuine but they were able to do so only because they backed up their writing with plenty of research.

### 2. Think carefully about who is reading your copy, and use "in-the-loop" lingo they expect to see.

If you do your research properly, you'll be able to speak the language your audience uses, and make them much more comfortable with what you have to say.

### 3. Tell a story!

All the best sales letters have one thing in common -- they tell a story. People love to read stories they can relate to.

### 4. Use short sentences, and really short paragraphs!

The last tip today has to do with actually writing your sales copy. While this may seem insignificant, trust me... it is VERY important.

You absolutely MUST use short sentences and paragraphs in your sales letter.

## Sales myths:

In Sales Trends for This Decade, an article based on his recent CNNfn appearance, HR Chally Group CEO Howard Stevens dispels what he considers to be the seven biggest myths about sales.

On some points I agree with him. Others I believe need further consideration. However, they all

deserve discussion.

**Myth #1 – The best salespeople will make the best managers:** Stevens believes that when a salesperson converts to a sales manager, three things happen: 1) a great salesperson is lost, 2) a mediocre (or worse) manager is gained, and 3) customers suffer. I personally don't think it's that cut-and-dry. You may lose a great salesperson, but you are just as likely to gain a great sales team due to the new manager's impactful leadership—if they're a top leader.

**Myth #2 – Every salesperson seeks a career promotion:** Good salespeople seek independence and financial reward. These are, Stevens notes, primary drivers that veer far from the political wrangling and bureaucratic inter-dependence often present in a management position. To me, this is an over-generalization. Not every salesperson seeks a career promotion, and really fantastic salespeople like to stay right where they are due to their earning potential.

**Myth #3 – Highly-motivated, hardworking individuals can sell anything to anyone:** Being a "Jack of all trades" still means being a "master of none." Only masters produce top-line results. In this case, I am in complete agreement with Stevens. Success in sales requires proven techniques and best practices.

**Myth #4 – Creating a better mousetrap drives customers to your door:** In disproving this myth, Stevens points to the nearly 85% of new products patented by the United States Patent Office that never succeed in the real world. Again, I agree. These failures are further proof that effective marketing combined with a sophisticated salesperson and sales process will attract customers.

**Myth #5 – Good training will improve any salesperson's performance:** According to Stevens, success is based on innate talent, not the level of training or education a salesperson receives. No amount of training can create a marketing genius from someone without the natural talent. In my experience, this is true. In the world of sales, some people just don't cut it.

**Myth #6 – The Internet will eventually eliminate the need for salespeople:** E-commerce companies that don't offer "real people" who can relate to and consult with customers are seven times more likely to fail, according to Stevens. While I agree that the Internet won't eliminate the need for salespeople, it will force them to change the way they market their products or services.

**Myth #7 – Top academic grades equal top sales results:** Stevens believes that, because teaching an academic "genius" to sell is such a difficult task, sales talent is inversely related to performance in school. I do agree with him, to a point. An Ivy League education cannot replace a solid track record of results, consistent W-2s, company tenure, sales-related behaviors and job-related characteristics. In other words, while education is certainly important, it is not as important as the total package.

**The 90 day challenge :** try this out aiming to achieve one task per week for the next 12 weeks.

1. What specific results have you achieved so far this year?
2. Are you healthier, wealthier, and wiser?
3. Are you winning, losing or just holding ground?
4. What results are you committed to achieve by the end of the year?
5. How have you grown and what have you learned this year?
6. Is there any unfinished business that needs to be tended to in your life?
7. Are you actively pursuing what's most important on a daily basis?
8. What habits do you need to change to ensure better results?
9. What is the key issue that inhibits your ability to perform at your best?

## FRIENDS ARE FOR KIDS. FANS ARE FOR BUSINESS

This article was written by Debbie Mayo Smith a specialist on the web, now she comments on Facebook and good fellow speaker in NZ, take the challenge and get yourself a facebook page after reading this story.

Why hasn't anyone sat down and looked for practical, every day business value from Social Media for those over the age of 22? Most of us feel pressure to be there but find it hard to get past the hype and wasted time. We're scratching our heads to understand what social media means for our business. Tweeting like a bird. Making friends or connections. Posting inane egotistical nonsense.

I have an answer. You see very quietly back in March Facebook enhanced the attributes of their

“FAN” pages. This is the profile that a brand, product, organisation, artist, band, public figure or BUSINESS can create. <http://www.facebook.com/pages/create.php> .

The new features gives even the most technically challenged middle aged to old geezer business owner the ability to easily create, maintain and update fundamentally what is their own website. Immediately. From a phone or computer. And of course 100% free.

This is a fundamental, dramatic and beneficial change for every single business owner, self employed professional, tradesman, general medical practitioner. In fact the list of business types that can benefit is endless. Most keenly though I believe the most impact can be made in helping the silent majority. Those businesses that have shied away from the internet so far. Facebook business pages eliminates the need for these small companies to find and hire a web designer. To have technical knowledge. Shouldering the cost of hosting and maintaining a website. And of course the time commitment.

In other words you can look at the new enhancements as free, easy, immediate and interactive websites and online catalogues for businesses.

I'd like to share my marketers' vision of what a business owner can do with a Facebook business page. First let's look at the difference between a profile and a business page.

Facebook profiles are your own private visual online chat room. You invite 'friends' in. Only friends can view and interact with your profile and vice versa.

Business pages on the other hand are open to anyone to view. Individuals can maintain a relationship and interact with your business page by signing up as a fan. They must first register on Facebook to do this.

Calling it a page is a misnomer because like a website, you can have many pages. Similar to websites the pages are tabbed. A sample of the standard page tabs are:

- Wall - for comments by you and your fans
- Info – all about your business, your products.
- Picture & Video pages where you can load pictures and videos
- You can add pages such as Newsletter sign-ups, products, services.

You cannot do online transactions. But look at the phenomenal benefits

**1. Free** No domain, hosting, webdesign, or maintenance costs.

**2. Easy.** No prior web knowledge needed. It's all there waiting for you in normal Web 2.0 fashion to fill in the details, upload pictures.

**3. Upgradable** A little nervous about the initial set up? Want to add in a few of the advanced offerings? I'll share my secret .

I use Student job search [www.sjs.co.nz](http://www.sjs.co.nz) . A fabulous source for cutting edge, knowledgeable, quick inexpensive assistance as often and when you desire.

**4. Continuing Growth** Facebook is expanding day by day. Statistics from their website:

- a. More than 250 million active users, half of them log on at least once each day
- b. More than two-thirds of Facebook users are outside of university
- c. The fastest growing demographic are individuals 35 years old and older
- d. More than 8 million users become fans of Pages daily
- e. 70% of Facebook users are outside the United States

**5. Interactive** Normally websites are one way. You pushing information out. You loading new content. With the pages your clients (hum, I mean your fans) can write on your wall what they think of your products and services and post pictures of themselves interacting with it, send links to other colleagues. Clients can load up testimonials themselves.

**6. Viral activity** Your business page postings are shared with your fans. When fans comment on your page, it is listed on their business page too – so their fans/friends can click through. Of course there is a share option. You can see the reach a single post of yours can make when

you have many well placed fans.

**7. Communicate** You have the built in ability to communicate with everyone or to selectively target by age, gender and location.

**8. Statistics** Each business profile comes with graphically rendered statistics of the activity - page views, unique page views, wall posts...

**9. Searched Google and other search engines find and list your pages.** Even better is when you have more than 100 fans, you are allowed to customise the web address of your Tabs. Instead of Facebook.com/and a long string of numbers and letters you can have [www.facebook.com/yourcompanyname](http://www.facebook.com/yourcompanyname)

**10. Add on applications** Such as videos (how nice not to have to use YouTube), Slideshare, business cards, telephone and conference calls.

**11. Mobile phone updates** I have a confession. Most of my time spent looking and learning about Facebook has been after 11pm, in bed, using my iphone with the sound turned off and hidden under the covers so the phone light didn't wake my husband. It's not just the iPhone. Many smart phones have an icon to take you straight to your Facebook account for catching up, editing, commenting, uploading pictures. Interaction via cell phone is significant and business changing. It replaces the barriers of time, effort and procrastination with immediate, quick and easy.

**12. Photos** This is where the explosion of clever thinking and creativity can transform what was a vehicle for hot tub, baby and raising the glass photos to practical business use. Product pictures. Examples of work you've done. Oh my goodness – even an online catalog – for free!!!!!!

These Facebook business fan page attribute places it heads over heels in business value based on time and energy invested as compared to LinkedIn or Twitter.

LinkedIn is logical for businesses requiring large networks such as recruiters sourcing candidates Twitter is the place to look if you want to research what people are saying about you or your company. Facebook profiles with friends – well do you really want to see your clients in the hot tub, know when they're meeting their friends for drinks or go through 135 digital photos of their daughters soccer game? It's not relevant.

Back in 1999 I was one of the first to promote email for marketing. I spent two frustrating years banging my head against the wall with the message. Time has proven me right. [Geewiz also promoted databases and direct marketing and emails long before interest took off and look where we are now.]

Now is the time to put your thinking caps on. Become a relatively early adopter (within the business community that is) and grab these new Facebook features.

Even the oldest of geezers and technically challenged will be able to do so.

Come take a look at my brand new Facebook business pages and sign up as a fan [Http://www.facebook.com/debbie.mayosmith.motivational.speaker](http://www.facebook.com/debbie.mayosmith.motivational.speaker)

Now go create your own. The return on investment for your time can be enormous.

Article by Debbie Mayo-Smith International Business Speaker and author. For hundreds of tips, hints and articles go to [www.debbiespeaks.co.nz](http://www.debbiespeaks.co.nz)

## **GEEWIZ nominated for training award:**

Dear Richard Gee,  
Congratulations once again on the CEG People's Choice Award nomination that you received

earlier on in the year, it really is a testament to all the hard work that you guys are putting in over there at Geewiz Ltd.

I hope that you have found it to be as successful a campaign as we have; we have had yet another record year for the 2009 CEG People's Choice Awards with a little over 12,000 votes recorded across all categories. The winner for each nationwide category is to be announced at the gala dinner which will be on the evening of the TIME Speaker's Convention at the Ellerslie Events Centre in Auckland on the 30th October.

Would you like to view who has voted for Geewiz Ltd?

Simply login here using the info provided below:

Click here <http://client.corporateeventsguide.co.nz/>

## Geewiz offers: from readers of Geewiz news around the globe:

**Commission sales role:** Hi there, just wondering if you can help me find a commission sales person to sell our ceramic product in NZ and Australia. Please see the ceramics in [www.flowform.net](http://www.flowform.net) Mob: NZ (0)27 5548 208  
Phn +64 6 833 7541

**Negotiation:** At Business Negotiation Solutions (previously The Negotiation Academy), we have launched a new and completely free service called The Negotiation Round Table which will deliver a constant and ongoing improvement in your negotiations and communications with an impact on your career, your earnings and relationships beyond your greatest expectations.  
<http://www.bizneg.com/resources/videotips/email-negotiation.html> or Jan Potgieter  
[jan@negotiationskills.eu]

### Accounts Online Seminars :

Please promote an important seminar that we are holding September 09 that we would like you to pass onto your clients in the Wellington region. We will be rolling out the seminars through the rest of NZ and will inform you of the dates. We have great pleasure in introducing Hannah, a fabulous talented tax specialist who is going to be on TVONE show screening tonight called 'Save our Homes'. Please pass this onto businesses as Hannah could make a difference - like she did for me!

Many thanks Leigh-Ann Accounts Online - Stress Free Accounting & Payroll plus more . . .

Tel 0800 22 22 68 - E-mail - Fax 09 523 9226

PO Box 38004, Wellington Mail Centre 5045

[www.accountsonline.co.nz](http://www.accountsonline.co.nz)

**NZ Sales manager** :get your free copy : this issue Stop for Red Flags/Reward and recognition get from  
NZ Sales Manager [subscriptions@nzsalesmanager.co.nz]

**ART** : the Estuary Art Centre silent art auction is on to Oct 4th at Orewa and or their website [www.estuaryarts.org](http://www.estuaryarts.org). I had lots of fun helping them do a charity art auction last week and helped raised funds on the night.

**Seminars coming up:** register on line on [www.geewiz.co.nz](http://www.geewiz.co.nz) or Ph 0800 GEEWIZ all only NZ \$450 for the day.

Christchurch Oct 13 Sales Basics  
Auckland Oct 15 Leadership with results  
Wellington Oct 20 Sales basics  
Auckland Oct 21 Territory management effectiveness  
Auckland Oct 28 Sales basics

Christchurch Nov 10 Advanced serious selling  
Auckland Nov 17 Advanced serious selling  
Auckland Nov 19 Exceeding Customer Expectations  
Auckland Nov 24 Sales basics  
Auckland Nov 26 Creating a Strategic Marketing business Plan in 1 day  
Malaysia Nov Sales seminars with [Mohana@asia-bis.com](mailto:Mohana@asia-bis.com)

**YES we Can! create a personalised in company seminar for your team,** from 2 hours to 2 days to suit your problems and lift your sales team skills or management leadership skills. Just email me and ask for ideas. make your conference hum with new skills too. Great enthusiasm is often the comment from my conference presentations around the world.

Now that the economy is turning for the better, lets add to our professionalism and stay

focussed on helping those decisions get made.

Enjoy your day



Richard P Gee



**Geewiz - Richard P Gee Consultants**

PO Box 911015, Auckland  
New Zealand

Ph: (+64) 09 4243 282 Fax: (+64) 09 4243 283

Text Richard: (+64) 0274720410

E-mail: [richard@geewiz.co.nz](mailto:richard@geewiz.co.nz)

MY P.A. email : [judith@geewiz.co.nz](mailto:judith@geewiz.co.nz)

Geewiz news is read by 25000 + 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, by over 25000 readers, Please enjoy and your feedback is always welcome.

As a member of the GEEWIZ knowledge information network please be assured that your email contact details remain confidential to GEEWIZ news.

To manage your subscription, please click [this link](#).

We have your email address as: [richard@geewiz.co.nz](mailto:richard@geewiz.co.nz)

If you do not wish to receive any further editions of this email bulletin then please click on [this link to unsubscribe](#).

Powered by [mailPrimer](#) 