

From: Richard Gee [richard@geewiz.co.nz]
Sent: Thursday, 25 February 2010 8:40 a.m.
To: richard@geewiz.co.nz
Subject: {test} Geewiz news February, some good information for you

25 February

Geewiz news Feb

in this issue stimulating thoughts on sales/marketing

the new customer

Social media the startling developments

Careers

House selling

Seminars coming up

In house training

Malaysia seminars



Will your new customer buy from you, or your competition?

Let me give you the details of what the new customer (both business and consumer) looks like:
(NOTE: I'm using "he" but I also mean "she.")

- * He's going to decide somewhat slower. He's been hesitating for more than a year.
- * He's angry about the value of his home, and the value of his investments.
- * He will not be doing business the same way it's been done before.
- * He will not be banking the same way he banked before.
- * He will not be advertising the same way he advertised before.
- * He will not be buying a car the same way he did before.
- * He will not be buying a home the same way he did before.
- * He will not be investing the same way he did before.
- * He's on-line. Checking out your website - and your competitor's website.
- * He's socialising. Telling everyone what's happening in his world and the world.
- * He's Tweeting, Facebooking, and Linked-In-ing. Social media is still a firestorm.
- * He's blogging about his experiences with you, for the world to read.
- * He's YouTubing about his experiences with you for the world to watch - by the millions (any questions ?).
- * He's Googling, not yellow-paging.
- * He's texting. A lot.
- * He's using his mobile device to do damn near everything.
- * He's WiFi-ing in his hotel room, on the plane, in Starbucks, and at home.
- * IF he's reading a paper, or getting the news, it's online.
- * He's as likely to watch The Daily Show, The Colbert Report, or listen to Howard Stern for news as he is to watch a network "news" person read a tele-prompter.
- * He's purchasing after midnight. By the billions.
- * He's looking for ease of doing business with you.
- * He is value oriented, but will look to price as part of the decision.
- * He wants a relationship.
- * He wants, needs, and expects GREAT service after the sale.
- * He does not want to wait for anything or anyone.
- * He needs help and expert advice.
- * He's looking for ideas and answers.
- * He can check your price and your facts in two seconds or less on Google.
- * He knows as much about your product as you do.
- * He knows MORE about your competitor's product than you do.
- * He can pay right now IF you can take a credit card online.
- * He expects someone to answer the phone when he calls that can actually HELP.
- * He is SICK of off-shore call centers, erroneously called "help desks."
- * He is SICK of you telling him how important his call is while he stands on hold.
- * He is SICK of your recorded hold message.
- * He demands the truth. All the time.
- * He no longer trusts the institutions he used to hold sacred.
- * He expects you to be as computer literate as he is.
- * He needs to be understood and feel your sincere concern.

* While you are qualifying him, he is qualifying you.

* If he needs a referral or recommendation, he'll go to Google or his next door neighbor, or anyone else but you...UNLESS you have video testimonials online.

As you're thinking about (and making excuses about) these statements, you better be thinking about your answers and responses to them. And you better be making the strategic decisions and game plans to make them happen.

The economy is coming back - BUT NOT TO THE WAY IT WAS. Don't take my word for it.

After reviewing these statements, ask yourself this BIG question: Will your new customer buy from you, or your competition?

Social media : 100 million users in 9 months.

Are you caught up in all the sudden talk about social media and how your business will fail if:

you don't get a Facebook account?
or if you don't get thousands of friends on Twitter?
or you don't write a blog?

or you don't do a load of other things that sound like gobbledegook?

Well it may be too early to predict businesses failing, but it is definitely time to consider this new way of marketing.

Either listen up and be proactive about it, or ignore it and try to catch up later.

Whatever you choose, this shift is not going to get any slower or go away any time soon. It is not a fad, social media is literally changing the fabric of society and everything you know.

Social media is a fundamental shift in communication, we no longer search for news the news finds us.

Consider these facts from a great video on U Tube called "Social media revolution"

in 2010 96% of people 20-35 have joined a social media site

Ipod users now total 1 billion which took 1 month to get

TV took 50 years to amass 50 million users

1 in 6 students are involved in on line education to supplement their studies

80 % of top 500 companies are using linked in in USA

55-65 females are big users of facebook

80 % of twitter users do so on their mobile

X & Y generation considers email as old fashioned

U tube is the biggest search engine after google

34% bloggers post comments about brands or companies services on there bloggs

25% of mobile users have watched a video on their mobile device

this is people driven information sharing.... the next move is Social nomics are you ready????

Interested in job information :

I have been compiling for the NZ govt job details for career seekers about sale roles : check out www.careers.govt.nz

House with views for sale:

finally after 23 years my house at Stanmore bay ,Auckland is to be sold as my family down size in space and land area, and perhaps just go for a change.... check it out on open2view/217319 to see why we have enjoyed the sea views and more auction is March 9 and my agent is Margaret simpson cell : 0064 274 968602 or email margaret.simpson@raywhite.com or come along to the open homes saturday/ sunday 2-3pm

Seminars coming up:

March 10 Sales basics venue: Hamilton

March 16 Sales management venue : Auckland

March 17 Leadership venue : Auckland

March 18 Prospecting venue : Auckland
March 23 Sales basics venue : Auckland
March 24 territory management : Auckland
April 13 Customer service venue : Christchurch
April 14 Advanced serious selling : Christchurch
April 20 Sales basics venue : Auckland
April 21 Advanced serious Selling : Auckland

to register on line on my website www.geewiz.co.nz on the seminars page

Malaysia : I will be back in Malaysia presenting seminars

Outstanding sales management 12/13 April
Marketing audits and Marketing success 26/27 April
Creating a strategic Business marketing plan 29/30 April

In house seminars:

yes I do lots of personalised in house seminars that can help your sales or customer service teams from 1 hour to all day, very practical training that creates results. to action your success just send me a email : richard@geewiz.co.nz

It is great to see business making decisions and the economy turning again, i trust you get out and see your cleints and customers and help them make more decision in your favour!

regards.



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

MY P.A. email : judith@geewiz.co.nz

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