

richardgee

From: Richard Gee [richard@geewiz.co.nz]
Sent: Sunday, 26 February 2012 6:14 p.m.
To: richardgee@geewiz.co.nz
Subject: Geewiz news, full of information to help you today, and in the future.

Feb 27 from Bangkok Thailand,
Hi Richard,

Geewiz news February
in this issue please find some stimulating ideas on sales and marketing

today's Geewiz news is being written from Bangkok Thailand:

Where I am presenting a "How to do a Marketing audit program", a must strategy to learn for today's Marketing managers in the fast changing external environment we operate in.

If you miss the thinking of your staff, customers and suppliers and get them thinking differently about your brands and marketing policies you are in deep trouble... driven by social media and the power of iPhone and Android apps today giving easy communication power to the people.

Consider more "iPhones & Android Phones" have been sold last 12 months than PC's..... where is our future for web access.... driven by the power of these mobile action devices...exciting and dangerous as there is no control...

Today do not take your customers, staff, suppliers for granted and assume you know better! They have the power and think they know better too! Good news travels fast as does bad comments, the belief in the internet is that this comment from so many people must be true!

in this Geewiz news please find:

Social media and blogg power
Turning white ?
Blogging is productive.
Welcome to Geewiz network
Linked In tips for us
Accounting simplification.
Recommended Presentation seminar
Recommended DVD
Sales drive tip for leave behind
Business coaching used to be consulting now its mentoring

The Social media and Blog power:

Consider the case of Dell Computers, who initially refused to notice the comments on blogs and social media about poor quality products and service until their share price fell dramatically after sales slumped and then the CEO took notice and started to force change,

he lead the management team to focus on customers feedback, put resources into place and dragged his company back into listening to his customers, staff, and suppliers and turned it around... for a good read on this story of reaction today read the book "What would Google do?" by Jeff Jarvis. This book is a eye opener on what is causing some of the changes to day to our sales and marketing effectiveness! "Your worst customer is your best friend"

Turning white????

The most unusual story of marketing success is the drive for dark skinned people to become lighter in skin colour and the light skinned people chasing to get a better darker skin colour by tan colour to look more appealing. This story originated in India where the public chase to lighten their skin colour to be more appealing for jobs and career success including marriage prospects.



There is a whole future of skin health products being sold and developed to help both sides.... the challenge of the visual understanding power of 87% is about what we see! driven by what images seen around the world on our facebook and you tube pages? Consider what images you are portraying in your advertising scenes?

Welcome to Geewiz network:

BCS Foodpak

Smetric Consulting

Wai water

Flooring First Manukau

Sporting Goods

Tuakau District Development Assn

Healthy Homes group

Kids can charity

Eco ware

Smart media

Property care Thailand

PTT Polymer Thailand

Robert Bosch Thailand

SCB Life Assurance Thailand

Shrewsbury international School Thailand

Thanachart insurance Thailand

Bloggging : yes even Bill Gates of Microsoft and most politicians and even the Queen of England blogg, so why????

Bloggging is Productive

A company blog increases your visibility on the web and turns your site into a magnet for prospects. It allows you to build relationships and ultimately convert leads into sales. View each blog post as an investment: the small production cost incurred is compensated by a higher return. This return grows over time, so the sooner you start blogging, the better.

Bloggging is productive on so many levels because it:

- **Builds trust and familiarity: crucial in making sales.**

- Humanizes your brand: valuable content shows you are customer-focused and nurturing (new way of marketing) – your site won't simply look like a brochure (outdated way of marketing). A blog also opens the door to conversation, which is the first step toward selling.

- **Increases your site traffic:**

- o Via higher search engine rankings: regularly updated, industry-relevant content is highly favored by search engines. Better rankings means you will attract a wider pool of prospects searching for keywords related to your posts.

- o **Via more inbound links:** write interesting stuff and people will link to you. This not only generates direct traffic but also boosts your visibility in search engines.

- **Retains your audience:** people will come back to you and refer friends to you if you reward them with enriching, interesting and entertaining content.

- **Improves customer service and cuts cost of support staff:** customers have a new channel to ask questions, provide feedback and comment, which is also a great way of attracting more search engine traffic. They will also be able to help themselves by reading answers to questions others have asked.

- **Attracts media attention:** journalists and reporters will have more incentive to cover your company when you give them posts with personality and interesting material to link to.

Linked in is great for business here is a few tips for use:

So what makes a highly successful LinkedIn member?

Here is what I have discovered as not only habits, but also "secrets" of the treasure chest on

Linkedin.

You can also take advantage of this complimentary "How To LinkedIn" Book:
<http://www.socialmediafaststart.org/>

Time for your post:

1. They invest their time strategically by putting fresh content on LinkedIn when it's the best time to do so. Let me explain, for me weekends are times to prepare LinkedIn content, but as you will notice most collaboration does not take place on weekends. So hold the great Q/A's, the awesome discussion topics, or the great status updates until Monday and never late Friday. Think about what your audience is doing and be strategic.

Regular updates:

2. They use their status update to post something new every 24 to 48 hours and 80% of those updates include a link that gives a call to action. Such as signing up for your next webinar, promotions to visit your blog, to visit your resume, or visiting your corporate website etc...

Answer others questions in your skills area:

3. They answer target specific questions that are related to their target market. This is great exposure for your business that LinkedIn Pros are doing everyday!

Use the tools :

4. They use the "saved" search "alerts" option for both advanced searches and job searches. By doing this you can be alerted instantly when opportunities become available such as new prospects or jobs. This allows you to reach out before the masses.

Answer every time:

5. They answer every LinkedIn email/inmail. Maybe not timely, but they never waste an opportunity!

Your good news:

6. They post their company events on the events application provided by LinkedIn and use this as a way to measure interest and involvement for such things as conferences, webinars, or seminars. The events application has only been recently used by LinkedIn Elite, but many are beginning to wise up to its amazing potential.

Follow the successful linked in users:

7. These highly successful LinkedIn members have identified their target markets on LinkedIn, their goals on LinkedIn, and are executing their plan every single work day. Social Media can be measured, but most don't understand how to begin measuring their Social Media efforts because they have never identified their goals for using the LinkedIn space. Once you have identified your goals then you can build a measurable matrix to analyze your efforts.

I hope you enjoyed these highlights that will help in your LinkedIn efforts. Be sure to take advantage of this "How To LinkedIn" Resource as well: <http://www.socialmediafaststart.org/>

Accounting hassles for your small business ? check out these great suppliers in the Geewiz network.

Accounts Online

Stress Free Accounting

Freephone 0800 22 22 68 | P 04 4999 035 | E info@accountsonline.co.nz

- We look at your current systems and make recommendations
- We eliminate wasteful processes
- We reduce your dependency on your accountant for the day to day book keeping
- We educate you how to keep your accounting costs low
- We show you how to have your business ready for sale
- saving you even more money

Accounts Online are proud to be supporting Glen Green at "There's a Better Way". Glen is creating an environment for less drugs, alcohol, violence, crime and graffiti in communities. By joining Accounts Online \$50 of your training money will be donated to this cause.

Our gift to you as a GEEWIZ network member, is you will not have to pay anything till 20th April 2012.

If your business or organisation would like to consider “A Better Way” to manage and control your organisation’s finances contact us.

Recommended presentation : if you want to improve your speaking and presentation skills go along to this seminar: I can recommend the program from Tony & Olivia.

Introduction to Presenting

Auckland 22 March 2012

Standard: \$ 395 +GST

Early-bird: \$ 350 +GST (ends 29 February)

Here's what you'll learn:

- how to design an engaging and persuasive presentation in half the time or less
- how to use PowerPoint as a dynamic multi-media tool - not a boring projected set of notes
- proven psychological strategies to reduce your nerves and feel more confident
- how to deliver your presentation in a conversational style that connects with your audience.

This course is for you if:

- you've got a limited budget
- you're nervous or new to presenting
- you have no idea how to start planning a presentation
- you want to use PowerPoint but don't want to bore your audience
- your nervousness negatively affects the way you talk or appear
- you don't want to be videoed or speak to a large group
- you've worked with us before and want a refresher.

“Starts from scratch and gives you all the tool, tips, techniques, and advice that you need to speak effectively in front of an audience. It actually addresses why you’re not as confident as you think you should be or would like to be, and then shows you how to do something about that.”

Todd Firman, HR Advisor, The Quit Group

To discuss anything about the course, do contact us. You've received this information because of your connection with GEEWIZ network Effective Speaking.

Tony Burns and Olivia Mitchell

Effective Speaking

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Upcoming GEEWIZ seminars : book on line www.geewiz.co.nz/ seminars. or ph 0800 GEEWIZ

Sales basics Auckland March 13, great start to the sales career Investment \$500.

Create a Successful Business Marketing strategy plan, Auckland March 14 \$500

Sales basics Christchurch, March 20, focus your sales efforts investment \$500

Advanced serious Selling Christchurch March 21, for sales growth, investment \$500

Sales basics Auckland April 17, trained over 79000 NZ sales people, investment \$500

Sales management, Auckland, for managers to build the best teams, investment \$500

Thinking about something to buy to help your self motivation?

then consider this DVD from Pat Armistead, NEW RELEASE - DVD - " Excavating Joy" - \$35.00

She's been described as :-

New Zealand's answer to Patch Adams and a Spiritual Midwife delivering people out of the darkness. I have known Pat for 20 plus years and her work with the challengers of life is amazing....

In this content rich, hour long presentation recorded live in Christchurch Pat shares:-

how to live into your purpose, demonstrate your strengths and live a happy, engaged and meaningful life—and that's irrespective of your current circumstances! She shows how to build resilience in the face of adversity and how to access what she calls more “Joystates” and attract more opportunities for joyful encounters.

This is combined with some aspects of Humour theory , improv acting, storytelling, and laughter icons. Pat also shares some highlights of her tour with Patch Adams

to order
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Sales drive Tip:

always leave behind something! at every call, the leave behind is a reminder of your call and helps to drive the decision, examples : a copy of presentation, a summary of your offers, special features brochure of your promoted product, catalogue, personalised offers to client, your benefits, your points of difference. Never assume the customer remembered what you said. leave something behind at every visit, more than your business card!

Business coaching was "consulting" now its "mentoring":

After 30 years of working for success with business owners to help their sales and marketing, it is interesting to be called a "mentor" when in fact you are a "coach" for getting the person you work with to see their own potential, the action is the same you work with passionate owners or managers who want to do better and help the self development and confidence of the decisions to lead and drive the sales effort, marketing effort or strategy's effort to make the business better than before.

A good coach, mentor ,consultant will never decide but help you by participating in the discussion to take the best route forwards. The satisfaction is when the ideas work or the owner becomes successfully confident to not need me! But the emails certainly boost my next opportunity!
I have worked with so many great people who now have great companies that started from small beginnings.

focus yourself and enjoy. regards.



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