

richardgee

From: Richard Gee [richard@geewiz.co.nz]
Sent: Sunday, 1 September 2013 2:08 p.m.
To: richard@geewiz.co.nz
Subject: Geewiz news September, full of sales and marketing ideas... enjoy

Sept 1st... another great day

Hi Richard,

welcome to Geewiz NEWS From Tonga the friendly islands...
in this Geewiz please find articles of interest including:

Why Tonga???

Seminars coming up

New look Geewiz website.

8 steps to presentation success

What makes life worth living ?

Mistakes with on line business from the master Jim Daniels...

Leadership tips from Brian Tracy...

If you set out to climb Mount Everest what leadership qualities would you need?

The next 12 weeks planning....

How to use Richard Gee



Why Tonga ? You ask why are you in Tonga Richard?

well I am here to help local business owners get better sales and marketing results as part of the NZ Govt foreign aid schemes. Great presenters and trainers are sent to pacific island countries to up skill the local business owners and their staff. Investing in skills rather than money handouts. This is my second trip to Tonga to do this and the local business love my seminars and personalised coaching. The Tongan business has the same issues as yours, yet the resources are few and far in between to help. Local Tonga TBEC is a great partner organisation to work with. Tonga is a independant kingdom very reliant on NZ aid. The influence of China investment is everywhere. Come visit Tonga and see for yourself this beautiful people and country.

Seminars coming up : yes book on these public seminars or arrange with me to do a in house personalised version for you.

Seminars coming up: New Zealand : Your investment only \$500 per day. full details on www.geewiz.co.nz

Sept 17 Sales basics Auckland

Sept 18 Leadership with results Auckland

Sept 24 Sales basics Christchurch

Sept 25 Sales management Christchurch

Oct 15 Sales basics Auckland

Oct 16 Customer service basics Auckland

Nov 12 Sales basics Auckland

Nov 13 Advanced serious selling Auckland

Nov 19 Sales basics Christchurch

Nov 20 Advanced serious selling Christchurch

Dec 3 Sales basics Auckland

Dec 4 Leadership with results Auckland.

If you need personalised in company training just ask and I can create a program that will acheive change.

NEW LOOK for www.geewiz.co.nz website, please take a look at my redesigned improved Geewiz website, updated by Russell and the great team at Digital stream Hamilton and

Auckland New Zealand.

the objective was to make my website more user friendly for clients , google searches, and update the look and feel and introduce some new features using the latest "white box" plug ins available... check it out and email me with your thoughts! [richard@geewiz.co.nz]

8 Steps to an Outstanding Sales Structure

Even if you've made a compelling presentation, it often takes weeks or months before you get an answer. As a result, the goal is to burn vivid examples and key ideas into the prospect's mind, especially if it's a competitive bid.

Yet, what is the average sales presentation structure?

"Hi, I am Fred Smith. Let me introduce you to my team: Tom, Dick, and Harriett.

Thank you for your time.

We are from the ABC Company...

This is what we do...

This is how long we have been in business...

This is what we are known for...

These are the clients we do business with...

We would like to work with you..."

That is a dreary, "who cares" presentation at its worst. So, what's a more effective structure? Take these eight steps to create one that's focused on the potential client:

1. Sincere compliment. Start off with something that they are proud of?and that shows you've done your homework: "Congratulations on the success of your recent product launch/ad campaign/stock performance."

2. Introduction to their challenge or problem. This is not the time to mention your product or solution. A better approach is to say something about their current responsibility, challenge, or opportunity: "This is the right time to make a bold move and..."

3. Differentiate from your competition. Everyone else thanks prospects for their time... so don't. Instead, say: "Thank you for the opportunity to discuss how our company (be specific with your service or product) can help you accomplish your goals."

4. Thank and make heroes of your contacts. If you have a champion, now it is appropriate to thank them: "Thank you, Theresa, for your generosity of time and knowledge to help us understand the ABC Company's goals, commitments, and challenges."

5. Provide examples, experience, and social proof. Your prospect must understand how your product or service could improve their business?and how you are not just a salesperson but rather a trusted advisor. Success stories and case histories are powerful tools.

6. Review your key ideas. This can be accomplished with a rhetorical question or simple statement based on your premise: "So how is ABC Company better off by doing business with us?" or "As you heard, the way our company would approach helping you accomplish your goals..."

7. Head into the close with confidence, not a question. One mistake many of your competition makes is to close on questions. No. No. No. You need to close on a high and let your last words linger. Depending on the complexity of your offering, or how many people are involved, you may want to say: "At this point, our most logical step is..."

8. Reinforce your key idea. Your last words are arguably the most important, so never introduce a new idea you have no time to develop. Your approach might sound something like this: "Again, thank you for the opportunity to demonstrate how our approach could well be what you have been searching for. We look forward to our next meeting. In your discussions, remember the results of [other successful client]. They invited us in with the same time line you have. You have the security of knowing we pioneered this industry."

Most professionals are fairly smooth when they get into the body of their presentation. Very few, however, know how to open and close effectively and memorably. In the middle of the night, if your spouse elbowed you and asked, "How are you going to open and close next week's sales presentation?" your automatic response needs to be exactly what you will say.

**An excerpt from
Love is a Verb
by Glenn Van Ekeren**

I cherish so much about our children. Through my many years of parenting, this is what I realized that I treasured the most: each relationship.

Oh, I admit it's nice when they scored points in a basketball game or gracefully performed a dance routine. I'm pleased when their report cards revealed above-average scores, or when I observed the effort put into a school project. And of course it's flattering when people comment how nice they looked or how respectful they were.

But what really tripped my trigger and renewed my parental energy?after returning from a speaking trip, or working on a free-throw shot, playing taxi driver, or setting curfew?was a loving smile, a hug, a high five, and the four cherished words: "I love you, Dad."

I became keenly aware how my actions, words, tone of voice, or nonverbals affected the loving, caring, and mutually respectful relationship we enjoyed as a family. As a father, I failed at times to uphold my end of the responsibility. There were situations when I crushed my children's spirits.

When my son was in the sixth grade, another dad and I agreed to coach a traveling basketball team. Along with our two sons, we invited ten other boys to enjoy the experience with us.

It didn't take long for me to realize that the definition of a father-coach is someone who expects his son to be everything he wasn't. I upheld high and sometimes unrealistic expectations. I even found it easy to justify my demands by attempting to motivate my son to be the best he could be. However, during one game I overstepped my parental privileges.

The game was already won. The boys fought courageously to overcome a major point deficit to hold a comfortable lead with thirty-seven seconds left in the game. Out of nowhere Matt (my son) stole the ball, dribbled the length of the court, and missed an uncontested lay-up.

I chose to release my accumulated tension from the game on my son for missing that lay-up. The shot meant nothing. We had won the game and advanced to the finals. Matt played with heart and gave his all, yet he blew that simple lay-up. I let him know in no uncertain terms how disappointed I was and how ridiculous it was for him to miss such a simple shot.

The joy of winning drained from his face. He stood motionless and speechless as Dad continued to drain the power from his self-esteem battery. I knew I'd blown it, but I continued to justify my outburst and dig myself into a deeper hole.

The next hours waiting for the championship game were long and quiet. Matt was hurting inside, and I was full of guilt. There was little question that I needed my son's forgiveness.

Sitting in our van outside the gymnasium, I slowly turned to look into Matt's fearful and discouraged face. "Matt, I was wrong," I began. "I'm sorry for blowing up at you. You worked hard in that game and I failed to recognize you for all the good things you did. Please forgive me."

It was then that Matt touched my heart, and my eyes filled with tears. "It's okay, Dad. I know you love me."

Thanks to my son, I could walk into the championship game with a clear conscience, a repaired heart, and a softer spirit.

We lost the championship game by one point, but I came out of that tournament a winner. My son had forgiven me.

The only way to heal a damaged spirit is to swallow the parental pride and say, "I'm sorry. I was wrong. Please forgive me." Failure to bring healing when you've been unfair or hurtful can breed anger for years to come.

When was the last time you told your child, "I'm sorry for anything I have ever said or done that has hurt you"?

My Biggest Mistakes Online... from Jim Daniels a online guru who sends his tips to over 150,000

Mistake #1: Buying That \$1,000+ "Solution"
Mistake #2: Trying To Do Everything Yourself
Mistake #3: Expecting Fast Money

Mistake #4: Wasting Money On "Guaranteed Traffic"

Mistake #5: Failing To Diversify

An excerpt from

The 7 Secrets of Exceptional Leadership

by Brian Tracy

Introduction

Your ability to take charge, to lead, to get the best out of yourself and others, is vital to your achieving your full potential in life.

The good news is that leaders are made, usually self-made through work on themselves, not born. Leadership is action, not position. It is defined by what you do, not by your title on your business card.

A leader is an executive. What is an executive? It is someone who executes, takes action, and achieves goals and moves ahead. What this means is that you can be a leader without followers.

The definition of leadership is: "The ability to get results." When you think and act like a leader, you soon get the results that leaders get, and enjoy the results of leadership?respect, esteem, more opportunities, higher pay and a life of significance?making a real difference in your world. There is more good news. Leadership is not fixed. It is a set of learnable attitudes and skills. This means that you can learn any leadership skill you need to achieve any leadership goal that you can set for yourself.

How do top leaders think and act? In more than 3,300 studies of leaders over the centuries, they have identified "seven secrets of leadership" that you can learn and apply. But in reality, there are no real "secrets" of leadership. There are only timeless truths that have been discovered and rediscovered again and again over the centuries. Enjoy!

Everest and leadership

If you set out to climb Everest, one of the first things you do is hire a Sherpa. Originally an ethnic group in Nepal, today a ?Sherpa? is the term commonly used to describe the leaders of mountain climbing expeditions.

In business terms, you are hiring a CEO to help you get to the top. Thinking of yourself in the role of a Sherpa will help you become a stronger leader. This is especially true today where leaders must empower their people, not just command them.

As I reflected on the treacherous and risky conditions endured by climbers, it reminded me of our current business landscape and the need for courageous and thoughtful leadership.

Here are five powerful lessons borrowed from those tough-as-nails, yet compassionate, expedition leaders: By Josh Linkner. [UK]

1. Your real job is to lead others to the top. Sherpas are successful because they help those around them reach their full potential. The same is 100% true for you as a leader in your own organization. Ironically, the more you make it about others, the more individual success you?ll enjoy.

2. Detailed planning saves lives. If your Sherpa looked up the mountain and just said: ?Let?s go?, you?d sprint in the opposite direction. Great leaders carefully plot out each step of their attack to ensure a safe ride.

3. Expect and prepare for setbacks. Sherpas routinely deal with unexpected weather, animals, obscured paths and many other obstacles. Rather than becoming derailed, they build contingency plans and adapt in real-time. Do you?

4. Walk with your team. The role of a Sherpa isn?t to lead from afar. Instead, these leaders climb the mountain right alongside their teams. As a result, trust is built and success is achieved. You can?t ask your team to jump through fire unless you?re willing to do it too.

5. Become a great listener. To reach the summit, Sherpas must carefully listen on many fronts. They need to truly understand input from their team, the basecamp crew and other hikers. They also need to hear rapidly changing weather reports, advice from other Sherpas, as well as the latest advances in their field. Are you so busy talking that you fail to listen to others? Great leaders listen

intensely and speak thoughtfully - quite the opposite of the typical blowhard boss.

The old-school ways of barking orders from afar, thinking you have every right answer, shooting from the hip, refusing to adapt, and putting yourself first have been rendered totally ineffective in today's fiercely competitive economy.

However, if you embrace the ways of the ancient Sherpa, you may just end up reaching the heights sought by many but enjoyed by few. It's time to reach your own summit by shifting your approach. No ropes or helmet required.

Raise the Bar speaker Josh Linkner is a New York Times best-selling author on creativity and is currently delivering workshops on the same topic in addition to leadership, innovation and entrepreneurship.

12 weeks planning;

yes sept/oct/nov needs to be planned if you want a good December. Download the free 12 week Action 90 day planner from my website and get focussed. 12 week plans work because the period is short and can be remembered, the action list created is not too long [12] and the visible act of ticking off progress is self motivating. Create your action steps around your chosen topic [Referrals/ up sells/ new prospects/ promotions/ marketing/ sales resources etc] and then just allocate one per week and get it done, after 4 weeks and 8 weeks review and you will be amazed at your progress.

What can you do with Richard Gee????

Checkout my tips and free advice on my websites :www.geewiz.co.nz and www.geewiztv.com

Speaker or seminar leader for your next conference or team meeting
Consulting, mentoring, coaching one on one Face 2 face to solve problems and encourage change.

Read my articles in Auckland, Wellington, Canterbury Today magazines and NZ Sales manager

Email me for free advice at richard@geewiz.co.nz

Come along and attend my "Terrific Tuakau" business breakfasts in Tuakau.

Buy my books and audio CD's on line at www.geewiz.co.nz

Refer me to your business associates.

I celebrated 30 years this year in April helping NZ and world wide business owners and training sales people and speaking at conferences, thanks to everyone who has been part of that exciting journey, around 11,000 speaking engagements to over 259000 people in 34 countries and over 2000 companies consulted with...

some recent comments about me:

As always - inspirational and professional.
Great job and your continued support is so appreciated!

Cheers
Sandra McLean
International Youth Exchange Rotary Committee

Well, don't know if you'll remember us, we met in Whangarei when Bill Huddlestone arranged for you to speak to our group.

From that time on Evan and I have been singing your praises. The leads you gave us that day have been so valuable and I even have a file on my computer named: GEEWiz with bright ideas to follow up which I add to all the time. We gained so much just from talking with you about our business.

In the long run, PAL weren't interested in our Paint tin Rim Skin and neither was Tracy's contact at Wattle, but we are pursuing other avenues there.

But your introduction to Tracy at PSI was invaluable - she has been a source of huge encouragement to us (not to mention a lead on a really nice wine too!) Such a great lady and Tracy

has put two of our plates in her upcoming catalogue.

Thanks you so much for you help and expert knowledge and understanding of the industry.

Kind Regards, Evan & Ada Davis,

Handy As Ltd - Kiwi Solutions

<http://www.handyas.co.nz/>

+ Ridgeland Farm - South Suffolk Sheep Stud (AKA - Ridgeland Rooster Retirement Ranch)

<http://www.ridgelandfarm.co.nz/>

Enjoy your business world today thanks for being part of GEEWIZ.

For those of you in Tuakau and Districts, I am standing for election for the community Board Onewhero- Tuakau and would love your support. Thanks.



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