

GEEWIZ NEW JANUARY 2008

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SIR EDMUND HILLARY

Yes a great soul indeed! He brought humanity together with his concern and humility, he set standards that are inspirational to generations around the world, what a pulling together of the nation of New Zealand the last few days have been. Incredible stories of when people met him and what he contributed to people in spirit, ideas and mentoring.

It is great to be part of the memories for a such a great humble man who achieved so much. I had the chance to met the man several times and I left each encounter feeling like it was special, I only hope all of us in the GEEWIZ network can contribute in some small way to the betterment of humanity.

INDIA – SEMINARS

I am doing another tour of India again and I will be working with my favourite people at the Indian Academy of Management and will presenting the following public seminars as well as working with corporate companies.

Bangalore	13 th & 14 th February 08	Strategic Selling
Mumbai	15 th & 16 th February 08	Strategic Selling
New Delhi	18 th & 19 th February 08	Strategic Selling

For these seminars contact Ashok Sharma Indian Academy of Management, phones: 022 3040 3400, or 022 6588 6060.

Email: indianacademy@vsnl.net

Cochin / Kerela 22nd February 08 This one day seminar will once again be held with the Kerela Management Association and all bookings should be directed to them.

In addition I will be working with the incredible mentor Madhav Mohan who is helping some corporate clients to exceed beyond expectations.

Look out for articles in some of the leading newspapers as maybe the reporters will be interested again.

I look forward to being with the Indian members of GEEWIZ and your colleagues and business associates.

GEEWIZ SEMINARS:

If you check out my website www.geewiz.co.nz you will see all the scheduled dates for seminars in Auckland, Wellington, Christchurch, Whangarei, Dargaville, Kerikeri, Dunedin and other parts of New Zealand.

In addition you will see some dates coming up for Australia where I will be doing tours of Australia featuring my Sales Seminars, Creating A Marketing Plan Seminars and much more.

NEW ON THE WEBSITE:

In addition to having these seminars put up on the website for the 2008 year you will also find many new articles, newsletters, testimonials and photographs of recent seminars.

Coming up soon on my blog is some very interesting new challenging articles.

SALES BREAKFASTS - In an alliance with the Sales & Marketing Institute of New Zealand .

I have decided to set up in 2008 Sales Breakfasts which will be held on the 1st Thursday of each month from 7am – 9am initially in Auckland and then extending into other centres and they will feature a specific sales development tool that top flight sales people can use and Sales Managers can use for their teams.

The dates are:

6th March, 3rd April, 1st May, 5th June, 3rd July, 7th August, 4th September, 2nd October, 6th November, 4th December.

You will receive an email telling you what the topic is for each of these dates, there are a lot of fun, they start at 7am with breakfast, presentations starts at 7.30am and it is all finished by 8.45am.

The topics are practical, challenging, and I will be using some of my speaking contacts to bring in some top New Zealand and international speakers to the breakfast.

Your investment in attending is only \$50.00 and you can book on my website or on the Sales & Marketing Institute website, and if you want to book ahead with a package for the year and book yourself for 4 breakfast seminar dates we will give you the 5th one free, but you need to send me an email requesting the 5 breakfasts package offer and payment is in advance for the 4 monthly attendances only (\$200.00 inclusive GST) You choose the dates during the year.

MARKETING STRATEGY – REASONS TO PURCHASE

A very sound strategy is to write down for your customers helpful reasons why they should purchase your product or your service.

You can then use this list to create advertising copy, communication copy, direct marketing copy, but most of all to use as a sales aid or tools in which your sales team can communicate with your customers.

Reasons to purchase stimulate, they give people ideas, they overcome fears, and perhaps they also make you think about the so what test of why the customer should buy your product or service.

Promotions centred around reasons to purchase tend to be more focused, get better results because it is a very easy decision for the customer or the client to make.

Reasons to purchase on your website will encourage people to make an action decision once they have view the product or your service.

Reasons to purchase on your invoice or statements encourage people to renew subscriptions or encourage people to actually make a first decision to buy.

Reasons to purchase encourage sales people to talk benefits instead of features.

Now take an action and sit down and write 21 reasons why customers should purchase your products or services and see how many you can focus on.

PLANNING:

Today's planning in business is 90 days or 12 weeks, this allows short term focus, quick results, and quite often executives get rewards based on short term actions.

However the most important benefit of a 12 week / 90 day action plan is that the staff that are going to have to implement the actions remain focused for a very active 3 month period of time.

The different between a small company and a rapidly growing organization is the amount they spend on planning.

My challenge to you is to spend 1 hour a day planning ahead.

The 12 week / 90 day action plan format can be found on my website, is called an Action 90 Day planner, it is free, you can download it and create your own 90 day action plan.

The very reason that it is written down means that it had got to be believable and it means you can tick off the things as you achieve them and realize that if you did one thing per week over the next 12 weeks you would have achieved 12 actions.

If you set yourself a minimum of 5 actions to each 12 weekly tasks you will achieve 60 things in the next 12 weeks.

If we fail to plan, we plan to fail.

A very interesting quote that relates to planning and change is from the Kennedys, it is if you still do things as in the past, or even in the present, you may be missing the future.

Now take some time out and start a plan.

THE CHRISTMAS THANK YOU is now over, what about a welcome back to work gift.

For those of you who either deliberately chose to reward your customers in the New Year rather than at Christmas time or forgot a few customers at Christmas time a really good strategy is to do a welcome back to work gift with a little package saying that you wish to work closely with your client for the coming 12 months and it seems to work better than a Christmas gift.

The back to work indicates that you are focused on business issues not just socializing, so have a look through your list of people and see whether you should be giving anybody a back to work or welcome prize.

GEEWIZ OFFERS:

We have from our friends of GEEWIZ a number of offers

NEW ORGANISATION: A peer powered affinity group called "The Coalition to Leverage and Optimise Sales Effectiveness" (the word CLOSE).

This is an on-line community that helps sales marketing and channel professionals further their interactions, increase understanding of their allied function areas and provides, tools, techniques and best practices for improved customer acquisition. Visit : www.closebiz.org.

Great new website and business advice service, visit www.businessadvisor.co.nz

And look at the fabulous information that you can access to build your business associated with this wonderful website, and the ability to access questions and answers as well as subscribe to some fabulous business publications.

The best contact is Paul Wilton who is a director of Financial & Business Advisor and he can give you some good information and you can get a chance to subscribe to the email list.

His phone number 09 836 5060, or email paulw@businessadvisor.co.nz.

Have you ever wanted to make a difference?

Aaron Cooke does, Aaron Cooke has set up an interesting concept where if you purchase a product you help feed some starving children. Aaron Cooke has set himself up as the "Nourish the Children" Ambassador his email is team elite@extra.co.nz phone 09 377 8583.

An interesting activity that you can do if you would like to **listen to a free radio webcast**, tune into the American Marketing Association free webcast which is held every couple of weeks and they have interesting types of commentators who talk on sales, marketing and customer service activities. The best place to go to get started is www.amaevents.webex.com, it is free.

A new organization set up in the UK is called Raise the Bar; www.raisethebar.co.nz this is about goals, dreams and achievements, a great website they do some interesting things and they also have opportunities to meet together with other similar positive people. They have a wonderful acronym called prowess and it is a very good way to test whether your goals are positively stated, if you want to find out more go and visit the website.

For those of you based in Auckland, Orewa Rotary House, www.rotary.orewa.co.nz is available as a seminar, training venue, and also function centre, holding up to 150 people. It is very close to the nearby beaches, parks and reserves in the Hibiscus Coast as well as the Snowplanet, The New Luge, golfing and other adrenalin pumping activities to add to your sales meeting or sales force.

Check out the website and email if you would like to make a booking for somewhere close to the motorway, but really useful for the special training session with a rather special ending to it.

If you are doing any traveling 2 really great places to stay at in the South Island is the brand new Quest Apartment complex in Dunedin, www.questdunedin.co.nz

Or if you are going to Fiji, please stay with my good friend Sanjev Pal who owns Quest – Suva. www.questsuva.com

Geoff Vautier has a great program called "Month end reporting by Day 3 or earlier" about how to get your financials reporting faster, and is presenting it around NZ in 15 locations 8-Feb to 12 March, it is only 3 hours and \$299 +gst, venues on www.day3reporting.com or contact Geoff email admin@day3reporting.com to register.

Auckland SWAP Business Breakfast Meeting **A Positive Business Breakfast Club**
encouraging Personal and Business Growth -Motivation - Business Networking - Fun - Humour - Mentoring and Friendships. Meetings held on the third Wednesday of the month **6.45am for 7.00am** start...finish at 8.30am **Papatoetoe Cosmopolitan Club, Dunnotar Road, Papatoetoe.**
Next meeting Wednesday 20th February For information and bookings, please RSVP to President: Dawn Mills 09 535 5055 dawnm@pl.net

HOLIDAY PLANNING

Ok so a lot of us have just had some holidays, be they a few short days or a long break and we are probably all feeling pretty great and my question is when is your next one? Before you start all those business trips, why don't you plan in the times when you to have a holiday during the year that special week off, to that long weekend and plan your business trips around that. Remember if you invest in yourself you are going to be at the top of your game and be able to perform better.

SEMINARS:

A list of my up coming seminars for February & March can be found on the website but I enclose some of the basic details here:

India : Feb 13/14	Bangalore	Strategic Selling
India : Feb 15/16	Mumbai	Strategic selling
India :Feb 18 /19	New Delhi	Strategic selling
India : Feb 22 nd	Cochin,	Strategic selling
Dunedin : Feb 26/27	Dealing with Awkward & Difficult customers, Otago Museum	
Auckland : Feb 29	Sales Basics	
Auckland : March 10	Marketing for Non marketing managers EMA	
Keri keri:March 11	Prospecting BIZ North	
Keri Keri: March 11	Leadership of teams Biz North	
Whangarei : March 12	Creating a strategic marketing business plan Biz North	
Auckland : March 13	Sales management excellence	
Auckland :March 14	Change your Attitude & change your Motivation	
Christchurch : March 17	Change your attitude and your motivation	
Christchurch : March 18	Sales Basics	
Auckland : March 19	Prospecting EMA	
Auckland : March 28	Sales basics	
Auckland : March 27	Serious selling	
Brisbane : April 1	Serious selling	
Sydney : April 2	Serious selling	
Melbourne : April 3	Serious selling	
Perth : April 4	Serious selling	
Auckland : April 8	Cold calling for Scardy cats with Wayne Mansfield [Aust]	
Christchurch : April 9	Cold calling for Scardy cats with Wayne Mansfield [Aust]	
Wellington : April 19 C	old calling for Scardy cats with Wayne Mansfield [Aust]	

Go enjoy your professional skills and stay focused: 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, Vanutu and more Please enjoy and your feedback is always welcome.: richard@geewiz.co.nz.

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