

GEEWIZ NEWS FEBRUARY 2007

2007 this is going to be a great year for everybody who decides to take the journey to positive success.

In this issue you will find:

- India - ideas
- Selecting great people
- Internet strategies
- Up coming seminars
- Whats new on the website

India -

What a land of opportunity, EVERYTHING WORKS!!

In January I had the opportunity to travel to India and present seminars, talk to Rotary Clubs, meet Senior Business Managers & CEO's and I certainly was impressed.

From a business point of view in India, the phones work, the people have passion, the economy is good, the distribution channels are in place, and of course there is tons of Government Red tape, probably a bit more that what there should be but there is a tremendous market of wealth and people in businesses that is very interested in International products, Services, Techniques, Intellectual Property and much more.

Indian Business People want to partner up with International expertise to develop their own businesses further as well as their own domestic market, which is huge.

Perhaps the best thing going for India is the Intellectual Property, the Legal System and the passion that he people have.

I met Sales People, Sales Managers, CEO's, Marketing Managers, who have exactly the same sort of issues that we have in other parts of the world that or motivating their people, increasing the sales efficiency, using and understanding the database model of customer relationships.

While yes the cost of labour and in some industry areas is extremely low and there is plenty of labour available, you also have to focus on the low costs that there are and probably most surprising to me where as India claims to be the

coming IT hub of the world, the actual lack of IT databases, enews, emails being actively used within most businesses.

If you would like some introductions to some fabulous business people who are well worthwhile dealing with in India send me an email and I can introduce you to a great team of people that I have met.

Rotary In India –

AS many of you know I have been involved in Rotary for over 25 years and to see the work of Rotary in India was truly impressive, this is indeed "Service above Self" when you see a 6 storey Charity Hospital in a town called Vapi that treats 500 patients a day and is run as a charity, to see a 4 storey 120 International Student Business Management Degree programme / mini University that was set up by Rotary and is still assisted and funded and has leadership from Rotarians, along with so many other Rotary projects – it makes you proud to be in Rotary and most of all proud of the way people help people.

I will be returning to India for workshops, seminars, conference speaking in August and I look forward to helping any of those Businesses around the world that need some assistance.

How do You Select Good People –

Often I have Sales & Marketing Managers saying to me that in their job interviews they had really focused on the persons skills and were really in depth in their questioning about the knowledge of the person, but now 3 months later they have some concerns because the person is not living up to what their skills suggested.

You can remedy this by focusing on your interviews on the personality of the individual, particularly for people involved in sales, customer service or marketing roles any where there is interaction with people you have to select them on their personality, measure their skill depth because you can always train the skills but you can never train the personality problems.

In looking at personality it should be how does this person impress you as an individual in the first 30 seconds of communication, do they portray a positive mental attitude and is this backed up by the way they speak, the way they answer questions, their thinking process behind their answers and are they giving you confidence, are they portraying enthusiasm, are they outgoing, friendly, does their dress and appearance match their personality, and when you put them under a little bit of stress through some of your skill questions how did they handle it.

Remember personality is not good looks, take a look at yourself in the mirror one day and realize that everyday people are far more common and realistic about peoples appearances than so called profile models.

Look for in the personality their degree of honesty and if they use the words "honestly I'm telling you the truth", you know straight away they are lying.

Look for their loyalty to their existing employers and previous employers and team members that they worked with, an example of poor loyalty, that's what they will say about you, your company and your staff and it is not a sign of a good personality.

If the applicant can talk confidently about themselves so that you can understand their personality image that's how they would talk about your products or your services given the knowledge that you will teach them.

In addition the best way to check on skills is actually to ring previous employers and find out whether they delivered what they said they were going to deliver, and you can also use disc profiling as a way of identifying how they will fit in with the rest of your team, you do not want square pegs in round holes, but what you do want is people who are going to add value to your existing team.

A very good idea with profiling is to profile your existing top performers in your team and then when you get new people applying run their profiles and compare.

In my sales management book there is a very simple check list which can be used for interviewing and it also encourages you to have more than one interview and check to make sure that the personality and the skills match on the second interview.

Remember, hire on personality and train the skills if needed.

New Products –

I have just put together a range of workshop manuals which are between 60 & 100 pages including sometimes CD sets and some times books as well which are designed very much for the Conference market but they are also available to be ordered on the website.

The titles of these are

- Handling the Difficult Bits
 - Complaints, Customer Objections, Price Objections, Time & More
- Strategic Planning Business & Marketing all the tips you need for creating a Plan.

- Understanding your Business Customers & Brands by doing Market Audits
- 320 Great Successful Strategies for Sales & Marketing
- Sales Planning, How to organise your sales calls, planning with self evaluation and double CD set

All of these manuals sell at NZ\$180.00.

Australian A\$150

United Kingdom 60 pounds

India 5000INR

Singapore S\$180

Delivered by post to you.

[\[insert pictures of manuals\]](#)

For more details about them go and check out the website and get a full description, but you get 60-100 pages of information, step by step approaches, check lists, forms and ideas.

Coming Seminars - March

14th March Managing the Sales Team 1 day in Auckland

15th March Sales Basics 1 day in Auckland

20th March Time Management Mangawhai

21st March Creating a Strategic Sales Plan Whangarei

22nd March Sales Team Leadership Kerikeri

23rd March Dealing with Awkward & Difficult Customers Auckland

27th March Creating a Strategic Sales & Marketing Plan Auckland

April

11th April Collect Your Debts & Keep Your Customers Auckland

13th April Sales Basics Auckland

Book on line, just visit the website a safe & secure site. For fast booking & credit cards etc. www.geewiz.co.nz/seminars.

New on the website is updated photos from The seminars in India & Australia for Beauty Sense and Placemakers, and also regular downloads in the free downloads, free advise, news article from all of the articles that I have recently written and from some of the overseas people, ideas, Gurus and Sales & Marketing experts.

On the Business Seminars website www.businessseminars.co.nz for those people who booked for Blast which was originally planned for February 1st then March 1st you have already been advised that due to the unavailability of the Australian Speakers the event had to be cancelled and refunds made.

New Television Commercials –

In my Marketing Consultancy role I often help create television commercials for clients and coming on air over the next couple of weeks are new commercials for Pat Gavin Kitchens, Ten Pin Bowling, 230 Marua which also joins one of my other clients Quest Apartments.

Another very successful strategy at the moment is the use of Bill boards and both 230 Marua and Ten Pin Bowling have had great success in using Billboards and there are some very successful strategies that I can discuss with you on how to get the maximum efficiency from this media choice.

Age Group –

If you want to do an interesting communication experiment ask your 18 – 30 year age group team members to write a communication about your company or your products exactly the way they would text it and then ask your 50 year plus team members what they think it means.

We are seeing more and more use of SMS texting and there is now a wide range of about 24 different suppliers that can link in SMS texting personalized with your database providing you have got the cell phone numbers which enables you to use this very positive response tool for the under 30 age group, whether it is a thank you for your business, or whether it is a specific commercial message.

When you step off at airports in overseas countries and turn your phone on in India, Singapore, Philippines, you get a welcome message that invites you to come and either visit a tourist location or to spend or in the case of Mumbai (Bombay) India, you get a welcome message from the NZ Embassy with their telephone number.

SMS texting is real, SMS texting is all about personalized messages, don't miss out on this media choice if your market segment would respond to it.

Sometimes you may receive a telephone call from the **Southern Stars Charity Call Centre which is a out bound call centre** that I have just recently done some training work with of people who ring businesses to get you to support various special Charity Fund raisers.

What an amazing group of people they are, they are doing work for some wonderful causes and going through all the normal rejection areas of outbound call centres.

If you get a call from the Southern Stars Group give them a chance at least hear them out before you make the decision.

Too all the new team of people from India hope you enjoy looking at the website and sharing your ideas with the rest of the Geewiz group and our network.

Feel free to pass on any ideas that can be put up on the website, suggestions, strategies that we can share with everybody to all make our businesses and personal lives more enriched.

Kind regards

A handwritten signature in black ink that reads "Richard Gee". The signature is written in a cursive, flowing style.

Richard Gee

Geewiz news is read by over 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. Please enjoy and your feedback is always welcome.: richard@geewiz.co.nz.

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