

Richard Gee

From: geewiz@server14.01domain.net on behalf of Richard Gee - Gee Wiz Mail [info@geewizmail.com]
Sent: 12 April 2007 14:42
To: Richard
Subject: Richard - Geewiz News April 2007

Hi Richard, Richard Gee here...

Welcome to **Geewiz News for April 2007**

Many readers of **Geewiz News** have told me that they look forward each month to its arrival. They enjoy the ideas, pass the newsletter along to others and use the stories and ideas to inspire success in their business. It is easy to forget that in our busy lives we need to take time to read about new ideas or revisit successful strategies that worked in the past. So I ask you to stop what you are doing, take a moment and plan to refresh yourself by reading this months issue of **Geewiz News**.

Leadership is our theme this month. Business magazines, books, television programs are all highlighting the need for BETTER Leadership but few are giving us suggestions on how to achieve this worthy ideal.

The skills required to become a GREAT leader include vision, passion, and communication skills. You also need to be able to see clearly see the potential in others they can see it for themselves.

I am committed to assisting you in improving your leadership skills because we need you as a Leader!

In this issue of "**Geewiz News**" you will find:

Appraisals
Budget Time
Leadership from Within
Time Management
GeeWiz Client Offer

Website Optimisation
Blogs & Podcasts
Christchurch Seminars
New on the Website



Richard P Gee

Separating Appraisals from Remuneration Hassles

The classic mistake that you can make when you are running your sales team is to use your appraisals time to review remuneration packages.

This leads to a good appraisal with a large expectation of a bonus or package increase and a poor appraisal with negative feelings about no increase.

Far better to have an appraisal time that is separated from your financial remuneration review by at least 6 months and have a clear understanding with all of your team members that remuneration is review once a year dependant on the companies profit performance.

Appraisals are conducted at least once a year and they are focused totally on productivity performance.

That way when you come to do the appraisal you can focus on how the person carries out their work

can deal with any training or difficult issues and can draw up a development plan for their career.

When it comes to a salary review you can look at historical performance, appraisals and use your accountant to work out what can be afforded.

A good appraisal format can be found in the free down loads of my website which uses the concept of performance standards set by the sales manager and then rating factors set by the team.

Website Optimisation

If you have not done it for a while, it is a good activity to go back and have a look at your website statistics to see how well your website is drawing customers and clients and how well it is performing on the search engines.

Go back into your key words and look at any further key words of phrases that can be added.

Then have a talk to your website hosts about search engine optimisation. This is becoming quite a technical expertise and some companies are better at it than others.

Search engine optimisation is very much about getting yourself seen in the top 5 of people searching the web.

Google ad words are a really good way to drive people to your site, though it might cost a little it is certainly effective at driving quality.

Google ad sense is also another way of getting people to click onto your site which of course is payment based but it also means that visiting potential buyers have already that they are interested in having a look at what you have to offer.

Remember that the search engines look for what is new on your site, you need to be adding something new every month and preferably more often to get yourself noticed.

Check your links to other sites for accuracy and also for cross links back to your site.

Budget Time

Yes it is that time of year again when we finalise budgets and work on our strategic directives for the coming year.

Make sure that when you are finalizing your budget you consider the number of working months that you have the budget spread, the actual cost of expenses per day and getting ownership by your sales team or customer service team of the actual budget by getting them to build it up, rather than have you impose it.

A good budget review planner which invites you to look at an existing customer and to decide whether their business will grow, decline or stay the same is available from my free down load section on the website.

Blogs & Pod Casts

New language of course is creeping into marketing all the time.

BLOGS

A blog of course is all you record thoughts, post articles that are of interest to your self and to other potential people who may wish to have a look at your blog.

A very good fun way to publicise yourself, your thoughts and your brand.

POD CASTS

Pod cast is a place where you can store video emails, video footage, documents that you might like others to see and you can drive people to the live demonstrations on the video pod cast.

bloqQUEST

blogQuest

An interesting concept, from our Australian friends, that allows the creation of residual income WITHOUT having to sell things. **blogQuest** also allows search engine optimisation due to the web2.0 software that it uses. If you can work yourself around MSWord you will be able to make **blogQuest** work for you.

If you want to know more I am the exclusive contact in New Zealand.

Check out my blog at <http://www.richardgee.blogspot.com>

Leadership from Within

Coming up on the **26th & 27th of April** I have organised **Madhav Mohan**, one of the worlds leading Mentors in Leadership with an impressive record of working with Indian Multinationals and many Countries around the world to come to New Zealand for 2 days only to present a leadership development programme at the Auckland EMA Training Room Centre.



If you aspire to leadership within your organisation but are still waiting for more challenge this will prepare you for your responsibility.

If you currently lead a great team, this program will focus you and your team to achieve more.

If you want to be the best leader possible it will provide you with the answers and make you better equipped to be the leader your people seek.

In an outstanding 2 day workshop, Internationally acclaimed leadership expert **Madhav Mohan** presents a stairway to personal and career growth.

Leadership From Within - areas of discussion include:

- How can I become an effective leader?
- What are my deepest aspirations?
- What are my values?
- What is the purpose of my life?
- How can I achieve results consistently?
- How can I help my team to achieve results consistently?

Answers to these questions help you take leadership of your own life, and if you don't lead yourself, from within, how can you lead an organization or indeed, anyone else ?

This programme by Madhav is normally attended by General Managers, Managing Directors, CEO's, big corporates and multinationals, I have told him that the more common General Manager / Managing Director & Senior Manager is the audience in New Zealand.

Check out the details on my website and book yourself to come along, at only \$995. for the 2 days and everything you ever wanted to know about superb leadership will be passed on to you in practical format.

Christchurch Seminars

My Christchurch members of Geewiz Network will be please to know that in May and August I have scheduled Christchurch only Sales Training and Sales Manager Training Seminars so check out the details on the website and book your sales team or if you are the Sales Manager book yourself in for an exciting day of achievement.

The seminars that I have coming up in **April / May**.

April

- **Sales Basics how to get started in selling** - April 13 1 day Auckland

- **Leadership from Within** - April 26/27 2 days with me and Madhav Mohan 2days Auckland

May

- **Strategic Selling for experienced sales reps** - May 15th 1 day Christchurch
- **Sales Basics how to get started in Selling** - May 16th 1 day Auckland
- **Strategic Selling for experienced reps** - May 17th 1 day Auckland
- **Strategic Selling to major accounts** - May 22nd 2 days Auckland
- **Sales management excellence 1 day** - May 24th Christchurch
- **webMarketing beyond the basics** with Wayne (Aust) - May 24th ½ day Auckland
- **Cold Calling for Scaredy cats** with Wayne (Aust) - May 24th ½ day Auckland
- **Dealing with Awkward & Difficult Customers** - May 30th 1 day Auckland

To book visit my website www.geewiz.co.nz/seminars or phone 0800 Geewiz [433949]

Time Management

A good way to think about your time effective productivity is that time management is about quality of what you get done not the quantity that you get done.

There is no point in knocking over a whole pile of low value C category projects when you could have been working on B or an A to complete them.

Time is the same for all of us but the quality of the work that we get done with the time is what buries it.

New on the Website

Some more good down loads in the free information centre including such newsletters as Jeffrey Gitomer, Sales New Zealand, some interesting articles and new seminar photographs and of course if your are looking for a back issue of Geewiz News, it is there for at least the last 5 years, plus lots of free stuff to stimulate your thinking...

GeeWiz Client Offer

If you require an Auckland firm to generate business to business, qualified sales leads for your sales team on a commission basis, well that's what we do... its simple, no leads, no pay.

Give us a try we will easily be more cost effective than any advertising you do. Check us out on www.inedmoreleads.co.nz or email me back Andrei Goubarev, Director, The Business Generation Group, Level6, 52 Victoria Street West, Auckland Central. NZ.



**Creating Opportunities for
Marketing Success**

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 or (+64) 021720410

E-mail: info@geewizmail.com

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