

## Main Identity

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**From:** "Webmarkworld - Judy and Bill Gibson-Patmore" <mail@webmarkworld.com>  
**Sent:** Sunday, 10 April 2005 7:11 a.m.  
**Subject:** enews Sales and Marketing



ELECTRONIC NEWSLETTER  
APRIL 2005

## President's Message

Hi -

Congratulations to all those people who have been attending our events and bringing along their business associates, and enjoying the beginning of the year stimulation.

Participation as a member of the institute is vital, particularly to all the rest of the members, and there are a number of ways in which you can assist your membership and your institute in the coming months.

Participate in supporting the coming Sales & Marketing Awards, by publicising them to your clients and customers, internally within your organisation, and to your suppliers. Also by entering yourself, or encouraging other people around you to enter.

You can also participate by sponsorship of either the Awards, or participating in a sponsorship contribution to our institute, or even becoming a strategic partner by buying groups of tables that can be used over the year. With all of these, you will get more than your perceived return.

You can also list special offers for your business to be put up on the website to members, and perhaps greatest of all, you can attend events - be it a sales breakfast, a marketing lunch, a leadership afternoon, or a networking event. Come and meet other members of the institute, and share your strengths and discuss opportunities.

There is a reason why our institute is the premier institute to belong to for sales and marketing, and that is, we do everything first. As you will remember, 12 months ago we rebranded and now another organisation has also rebranded itself. Congratulations to the DMA on changing its name to the Marketing Association. The more publicity that there is for people with professional skills in sales and marketing, the better for all of us.

We will continue to be first in offering innovative, stimulating, new concepts, and challenging you to be better at carrying out your professional work skills.

It's great to be a member of the Sales & Marketing Institute of NZ, I hope you enjoy it, and I look forward to seeing you at the next event. I invite you to participate in our institute in any way that you believe you can. Your board, and the other members of the institute, are proud to have you as one of us! Currently our national membership stands at 400 elected members and 2,000 event members, plus student members. Come and participate!

Regards, Richard P. Gee, President

## **Special Offer - Awesome Sponsorship Opportunity for Sales & Marketing Institute Members**

### ***Bring It On for New Zealand***

The New Zealand Cheerleading Association is sending a national representative team of 12 girls to the World Cheerleading Championships in Orlando Florida on the 20th of April (this month).

As part of a sponsorship package, we are looking for bids for 2 sponsorship packs. The highest bidders will receive:

#### **A \$5,000 More FM Radio Advertising Voucher.**

Will be named as an official sponsor on press releases and on the web site at [www.allstarcheerleaders.co.nz](http://www.allstarcheerleaders.co.nz).

A team photo sponsorship plaque.

Three free promotional appearances of the cheerleading team.

For more information, please call Luigi Cappel on 0274 801998.

## **Coming Events**

*(Click on the event title for more details)*

### **AUCKLAND**

#### **12 April David Forman Sales Breakfast**

with Sean D'Souza, Psychotactics, How to Turn Lukewarm Prospect into Red Hot Clients "

#### **19 April Bartercard Leadership Event**

with John Cook, 5 deep Ltd, "Leadership with Purpose! How world business leaders are using 'Intentional Leadership' for marketing values"

#### **3 May Marketing Magazine Marketing Lunch**

with John McKenzie, enthuse Ltd, "U R Your Brand"

### **WELLINGTON**

#### **21 April Bartercard Leadership Event**

### **CHRISTCHURCH**

#### **14 April Bartercard Leadership Event**

with Darren Shand, Manager of the All Blacks, "All Black Leadership"

## **Welcome to New Members**

- Andrew Crompton, Director, Positive Image Embroidery & Apparel Ltd
- Sharlene Caskey, Sales & Marketing Manager, Stewart Island Experience

## **Member Profile -**

## Luigi Cappel, GeoSmart



Luigi's motto and career to date has been focused on his philosophy that you should harness technology to increase productivity and profitability. In his current role with GeoSmart, this month sees Luigi involved in the launch of integrated in-car navigation at the NZ Motor Show, just one of the Location Based Services to be launched this year. Luigi completed his 3 year Sales Management Diploma in the 1980s and has since been employed in Sales Management and Business Development Roles, with companies who shared his philosophies. Recent roles include:

- Sales Director, I.T. Link, NZ's leading company in Sales Force Automation
- Managing Director, New Zealand Smartphone and PDA Academy
- Sales Director, Rocom Wireless
- Managing Director, Mission Control

Luigi has chaired and presented at more than 60 conferences and seminars focused on improving profit, productivity and work satisfaction using mobile and wireless technologies in the last 5 years, in New Zealand and overseas. He is the author of 'Unleashing the Road Warrior', a book published to explain to people how to maximize the use of PDAs and Smartphones to break away from the office whilst achieving greater results and have fun with it. He was a founding member and past President of the NZ Wireless Forum.

At a personal level he has been active in the community including roles as President of the Auckland Land Yacht Club and also President of the Glenfield Music Centre. He is a keen musician and in March this year, backed his daughter Gemma in recording her debut single. He is also assisting the NZ representative competitive cheerleading team with press and PR as they head to Florida in April to compete in the World Cheerleading Championships, as his other daughter, Tracy has been selected to wear the Silver Fern as a member of that team.

Luigi can be contacted by email at [luigi.cappel@geosmart.co.nz](mailto:luigi.cappel@geosmart.co.nz), or phone 021 439 107, 4153101.

This section is open to all members - contact [Lisa@salesmarketing.org.nz](mailto:Lisa@salesmarketing.org.nz) to submit your profile.

## Marketing Tip - Brand Your Emails!

Over 70% of your customers are building their impressions about you . . . by your emails.

Every day you are doing the majority of your communications through emails . . .so BRAND THEM! And by branding I don't mean just add your logo - your logo is important, it's the image that represents your brand, but it's not your brand. Your emails should have your logo but they also need your brand - your tone, your manner, your character, your values. . .all those things that make your company different and/or better than your competitors. So in your daily email communications, remind your clients and prospects why they should feel comfortable with you. Don't try to sell to them (that's a different sort of email altogether) but remind them that they are important to you, remind them that you really do care. . . and mean it!

If you have branches or offices around the country, make sure the email is local to that branch and not the arrogant and disassociated head office that exists elsewhere (unless you're chasing money of course in which case it's very useful!).

Remember, our everyday lives are defined by human relationships, and it's on these relationships that our

loyalties are built. Customer loyalty and commitment is based on things they know and trust; things that are local and things that are relevant to them. So take another look at your emails and make sure they're working for you and not relegating you into the midst of being 'just another email'.

This month's Marketing Tip is contributed by Phil Edmondson-Rowe, Marketing & Communications Consultant, Research Solutions, [phil@resolutions.co.nz](mailto:phil@resolutions.co.nz).

If you'd like to contribute a sales or marketing tip, email [lisa@salesmarketing.org.nz](mailto:lisa@salesmarketing.org.nz).

## Future Event Dates

Pop these dates into your diary now, and check out the newsletter, enews, and our email reminders for more details.

### JUNE

- 14 Auckland Marketing Magazine Marketing Lunch 12-2pm
- 16 Christchurch Marketing Magazine Marketing Lunch 12-2pm
- 16 Wellington David Forman Sales Breakfast 7-8.45am
- 21 Auckland David Forman Sales Breakfast 7-8.45am
- 28 Auckland Bartercard Leadership 4-6pm

### JULY

- 12 Auckland Marketing Magazine Marketing Lunch 12-2pm
- 14 Christchurch Bartercard Leadership 4-6pm
- 19 Auckland David Forman Sales Breakfast 7-8.45am
- 21 Wellington Bartercard Leadership 4-6pm
- 26 Auckland After 5 Networking 5.30-7pm

### AUGUST

- 9 Auckland Marketing Magazine Marketing Lunch 12-2pm
- 11 Christchurch David Forman Sales Breakfast 7-8.45am
- 16 Auckland David Forman Sales Breakfast 7-8.45am
- 18 Wellington Marketing Magazine Marketing Lunch 12-2pm
- 23 Auckland Bartercard Leadership 4-6pm

## Strategic Partnerships

Become a "Strategic Partner" with our Institute and bring 2-4 tables of guests to events during the year, receive brand recognition, brand table cards, and much more. A chance to promote to our Institute members and your own clients your support for the aims of our Institute, investment Gold Partner \$2,000+GST, Silver Partner \$1,000 +GST. Email [Lisa@salesmarketing.org.nz](mailto:Lisa@salesmarketing.org.nz) or phone the President, Richard Gee on 0800 GEEWIZ for a confidential discussion.

## Applications Open for Sales & Marketing Awards

Now's your opportunity to be recognised by your peers for the terrific sales and /or marketing skills you have!  
Attached to newsletter is your application form and information about each award category.

Applications are open from April 1st - get involved, get recognised, show off your achievements!

These awards are for you - they are awards to recognise people, not companies, and we want you up there!  
Applications close 20 June.

### **Stimulating U 2 open doors, close deals . . .**

If you wish to change the email address this is sent to, currently richard@geewiz.co.nz then please just let us know.  
To unsubscribe, simply reply with [Unsubscribe to Enewsletter](#) as the subject.