

# GEEWIZ NEWS

JANUARY/FEBRUARY 2004

Welcome to 2004!

Key content in this Geewiz News is:

- 2004 Potential
- Interesting websites to checkout:
- [www.geewiz.co.nz](http://www.geewiz.co.nz)
- Your greatest resource – your staff
- Attitude + action=ability
- Marketing strategy reviews
- Welcome to new clients
- Coming up for 2004
- Training Seminars in NZ for Jan-March

This is going to be an exciting year if we believe all of the pundits reporting in the media, we should have a strong urban domestic market, yet have a weakening rural purchases market, a weakening export market, and our tourism will have challenges from SARS and obviously security, yet will be buoyed by the Lord of the Rings promotion. In addition to that, it's reported to wide appeal that wages rose an average of 4.5% last year, and staff will be expecting at least the same in the coming years.

2004 will, in my belief, be a year that you will make your own destiny very much by the way you react to how you manage your resources of people, time, and customer relationships.

As it is the beginning of the year, I'm very happy to bring to you a wonderful list from an Australian speaker called Neen James, who focuses on how to spend the last ten minutes of every day, and become a high achiever so you can boost your own productivity by focusing on the last ten minutes before you leave your office or your business. Her tips are:

1. Clear and tidy your desk.
2. Throw unnecessary paper in the bin.
3. Put files away each day.
4. Check the time of your first appointment for the next day.
5. Start your 'To Do' list for the next day.
6. Put your reading file in your briefcase.
7. Wash your coffee cup or empty your water bottle.
8. Place your phone on voicemail if appropriate.
9. Switch off your computer screen and printer.
10. Remind yourself of your achievements of the day.

Another great international speaker, Patricia Fripp, has this wonderful comment:

"We live in a world that makes us take constant stock of how we're pleasing or not pleasing others. If we were to adjust our behaviour and methods to satisfy every situation or person we meet, the real person inside us would get lost. We all bring unique truth and perspective to the world, sometimes in our rush to please others we quickly forget what is most pleasing about ourselves. Speak your truth, with your own voice, find those ideas and topics that have inspired you and go and inspire others."

What can we achieve for 2004?

## Interesting websites to checkout:

- [www.marketposition.com](http://www.marketposition.com) (helps you understand where your website fits in to key areas of mistakes on websites)
- [www.websuccessreview.com](http://www.websuccessreview.com) (offers a no-cost 30 point website review and critique)

- [www.make-a-living-online.com](http://www.make-a-living-online.com) (how to make a living online)
- [www.affiliate-showcase.com](http://www.affiliate-showcase.com) (how to promote thousands of different programs to get website affiliates)
- [www.webbusinesswizard.com](http://www.webbusinesswizard.com) (how to automate your ecommerce website)
- [www.buildbiztips.com/t.cgi/bizweb](http://www.buildbiztips.com/t.cgi/bizweb) (ideas for building interest in your website)
- [www.fita.org/usefulregister.html](http://www.fita.org/usefulregister.html) (an international trade professionals free register)
- [www.pdf995.com](http://www.pdf995.com) (free/cheap programs to create a pdf document through the print function)
- [www.fairlogic.com](http://www.fairlogic.com) (free/cheap programs to send bulk personalised emails)

### **[www.geewiz.co.nz](http://www.geewiz.co.nz)**

Checkout my new-look website, thanks to the tremendous effort of Bill & Judy Patmore-Gibson ([www.webmark.co.nz](http://www.webmark.co.nz)), who host and promote my website to search engines. We have completely revamped the website, made it more visually appealing to the latest style, and added in heaps of new things. If you check it out, you should now find it much easier to work out the free advice, news and articles, the audio and video that you can listen and watch (provided you're on Jetstream), a special section for the media to download promotion material, a special section for conference handouts, and lots of other fine tuning to make the website faster, more interesting, and continue to get great feedback. Check it out and send me an email – let me know what you think!

The website was originally created in 1996 and of course it's had a lot of improvements since then, but this is a major revamp.

### **Your greatest resource – your staff**

At this time of the year, we are heading for our greatest risks for staff actively seeking new employment, and interesting enough according to the Human Resource Consultants, the major driver with staff seeking new employment, apart from the challenge of a new job, is increased holidays and less stress and more relaxation.

Incredibly, a number of very good sales and marketing team members are looking to make a move in the next 6 months whether the economic outlook improves or not. Their main reasons are stress, fear, anxiety, disappointment and uncertainty about the future of the company.

This makes me think about company culture, and how good are we at recognising that the pressure to do more with fewer people is affecting the culture of our organisations in our drive to be faster, more innovative, and smarter than our competition.

12 to 16 hour workdays are the norm for just about everybody, but how many of us think about leading a balanced life, particularly after having had a holiday period? How many of us encourage our staff not to overwork?

A person with a balanced life is actually more productive, happy, and creative. Overworked individuals are less productive, short-tempered, take more sick days or come to work sick, and are generally not happy with their life or circumstances and are therefore less creative. The end result is poor interaction with customers.

Considering the holiday break, have a look at your team, have a look at the way you run your business, and think about in 2004 you may not have control over the environment that you have to operate in or sell or market your goods in, but you do have control over yourself and your choices for your lifestyle.

A favourite formula that I use in many of my discussions with companies in coaching and seminars is "Attitude + Action = Ability". It's simple to understand. If you come to work with

the right attitude and take the right actions, you have demonstrated your ability. Mess up either your attitude or your action and it shows in your ability.

### Marketing strategy reviews

Now is the time to be having a look at whether those Christmas gifts that you spent out of your budget were given to the right people, achieved the right results, or perhaps would be better re-thought next year and alternatives given, or perhaps even give them at a different time of the year.

How powerful are you at remembering to send thank you notes during the year, encouraging your staff to send thank you notes and thank you emails. Perhaps best of all, this is a good time of the year to review that database collection – do you know whether your key clients have cellphones that are email capable, can they accept text messages?

I'm reminded of an interesting comment by Clive McLeod of Clive McLeod Real Estate who specialise in selling business. He comments: "Our major issues is differentiating between personal goodwill and business goodwill." How many times have we let, in our business relationships, the personal goodwill get out of balance with the good business performance, service business goodwill? They both produce values, however when people move on the personal goodwill is in danger. Review your key accounts, review your key marketing strategies – what are you doing to ensure business goodwill stays on your side of the ledger?

### Welcome to new clients to the Geewiz family:

Ian Coombes – swimming pool water treatment systems, [www.iancoombes.co.nz](http://www.iancoombes.co.nz)

Peninsula Golf Club

Icon Studios – family portrait photographers, [www.iconstudios.co.nz](http://www.iconstudios.co.nz)

### Coming up for 2004

I've got lots of exciting things happening for the coming year. My new, revised *Practical Marketing in New Zealand* book will be published, I will be producing another double CD set on sales and marketing tips, I will be producing my first e-book on how to write business marketing plans, I'm invited to go to India and Malaysia to present seminars, and I'll be helping to build the sales and marketing profession as president of Sales & Marketing Executives International Auckland, and later on in the year I take over as president of National Speakers Association – certainly a busy year, but guaranteed to be full of achievements.

My seminars, in association with my partners in Auckland, Wellington, Christchurch, Tauranga, Taupo and Hamilton, are up on the website, and attached to this Geewiz News is the next three months to give you a bit of an idea for improving the skills of your staff. You can book direct on my website for any one of these seminars, at any time.

#### JANUARY 2004

20 Jan	SMEI Sales Breakfast	<a href="http://www.smei.co.nz">www.smei.co.nz</a>	Auckland
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#### FEBRUARY 2004

10 Feb	SMEI Marketing Lunch	<a href="http://www.smei.co.nz">www.smei.co.nz</a>	Auckland
11 Feb	Breakfast Business Development Group (South Akld)	Manukau	
24 Feb	SMEI Sales Breakfast	<a href="http://www.smei.co.nz">www.smei.co.nz</a>	Auckland
25 Feb	Awkward & Difficult Customers	½ DAY	\$200
	Wellington/Portland Hotel		
25 Feb	Dealing with Major Accounts	½ DAY	\$200
	Wellington/Portland Hotel		

26 Feb	Sales Basics 1 & 2 Wellington/Portland Hotel	1 DAY	\$330	
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**MARCH 2004**

2 Mar	Sales Basics	1 DAY	\$330	Auckland
Chamber				
9 Mar	SMEI Marketing Lunch	www.smei.co.nz		Auckland
16 Mar	Collect Your Debts	½ DAY	\$200	Auckland
Chamber				
16 Mar	SMEI Leadership	www.smei.co.nz		Auckland
23 Mar	SMEI Sales Breakfast	www.smei.co.nz		Auckland
30 Mar	Sales Basics	1 DAY	\$330	Auckland
Chamber				
30/31 Mar	3-day Certificate in Selling	3 DAYS	\$990	Auckland
Chamber				

Get out there and enjoy 2004, it's going to be a great year for those people who want to make it a good year. Let me know of your successes, and let me share ideas by email if I can help you grow your business, grow your personal success, and achieve more.

Kind regards,

*Richard P. Gee*

[richard@geewiz.co.nz](mailto:richard@geewiz.co.nz)

[richard@richardgeewiz.com](mailto:richard@richardgeewiz.com)

[richard@richardgeewiz.biz](mailto:richard@richardgeewiz.biz)

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