

# NZSALES

OCTOBER 7<sup>TH</sup> 2009 / ISSUE 30

## Manager

*An Interview with*

**RAY  
SCHOFIELD**  
CEO of BMNZ

**GET OUT  
OF MY  
OFFICE**

*Why the more  
you close, the less  
successful you will be*

**YOUR ATTITUDE  
WILL DETERMINE  
YOUR FUTURE**

**7** essential steps  
to a positive attitude

*Honest  
Apologies*

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Short and sharp, New Zealand Sales Manager is a free e-magazine delivering thought provoking and enlightening articles, and industry news and information to forward-thinking sales managers, business owners and sales professionals.

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# From the editor

**O**ur goal here at NZ Sales Manager is to help our readers continuously develop their skills and ability in the fields of sales, sales management and personal development, so they can fulfil not just their own potential, but the potential of their businesses.

So it is with great pleasure that we announce that NZ Sales Manager is a new National Patron of Business Mentors New Zealand, an organisation with similar aims and visions for helping Kiwi businesses fulfil their potential.

Business Mentors New Zealand is a nationwide, not-for-profit, business mentoring organisation which has delivered over 6000 free mentoring sessions to business owners and managers this year alone, and we look forward to being able to help them continue to deliver this fantastic service in the years to come.

To mark this event we interviewed BMNZ CEO Ray Schofield, who provides some candid insight into some of the sales issues facing New Zealand businesses.

Ray comments on the lack of knowledge and understanding about sales and marketing of business owners. This is understandable, as most people start a business not because they love selling, but because

they have a passion for the product or service. The decision to employ a sales person is a defining moment in any business, and providing the necessary support for the salesperson to be successful is vital. With so many small businesses in New Zealand facing this challenge, easy access to sound advice and help on how to sell is essential for the success of our businesses and our ability to compete locally, nationally and internationally.

There's plenty of attitude in this issue too. Jill Konrath is one of my favourite sales writers with attitude from the USA and she explains to us in her colourful style why, in corporate sales, the more you use closing techniques the less successful you will be.

Most sales managers will agree that the right attitude is one of the most important attributes of any successful salesperson, and local attitude specialist Janice Davies helps us with the seven essential steps to a positive attitude.

Keep your eye on the Notice Board section for what's new in the world of sales, and remember to look on page 3 and page 5 to see if you are a winner in this issue.

Happy Selling!

**Paul**



## The Wineplus Winner's Corner — Could It Be You?

Every issue, all readers of the previous issue\* go into the draw to win two bottles of delicious New Zealand wine beautifully packaged and delivered direct to your door thanks to our friends at Wineplus.

To see if you've won just check back here each issue!

**This Issue's Winner:**

**Ron Stoneman**

If you're this issue's Wineplus Winner simply email pauln@nzsalesmanager.co.nz before 5pm Friday 16 October to claim your prize.

\*Only NZ residents eligible for prize draw.



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Jill Konrath, author of *Selling to Big Companies*, helps sellers crack into corporate accounts, shorten sales cycles and win big contracts. Visit Jill's website at [www.SellingtoBigCompanies.com](http://www.SellingtoBigCompanies.com)

# Get Out of My Office

Why the more you close, the less successful you will be

By Jill Konrath



If I've heard that line once, I've heard it a hundred times. Despite being on an important sales call, I couldn't help but cringe. You see, I will never, ever train people on closing techniques if they sell to the corporate marketplace. Why not? When you analyse what happens when you teach sellers how to be great closers, you'll understand my perspective.

So right now, I want you to imagine yourself as a decision maker in a large organisation. Perhaps you're a manager or even an executive.

You agree to meet with a seller who's been trying to set up a meeting with you for several months. When she mentioned the business results her firm was achieving with your competitor, you decided it was time to learn more.

But you're still a bit leery. You're absolutely swamped with a workload that's so big you can't seem to get out from under it. After a 10-minute discussion with the sales rep, you start to notice that nearly every other sentence ends with a question: "Don't you agree?" or "I'm sure you've experienced that?" or "Is that true here?"

(Because she's been trained to 'always be closing', she starts using the Constant Close Technique right away. This method is designed to get your head bobbing up and down. The more "yeses" you say, the easier it'll be for her to get your business.)

After sharing a bit more about her offering, she begins to implement the Little-Decision Close by asking:

- Do you usually send project updates to your clients on a weekly or monthly basis?
- Can you get this through purchasing fairly easily?
- Do you agree that this methodology would be helpful?
- (By getting you to agree to small things first, she's warming you up for the big close.)

Inside, your head is spinning and these thoughts are racing through your mind: "I'm not ready to get started on anything right now. I'm just learning. Besides, I don't know if it's even worth it to make a change. It could be really disruptive right now with all the new initiatives going on in our company."

But the sales rep persists. She's really good at closing. She moves into the Assume-the-Sale Close. With a winning smile on her face, she says to you, "We can get going on this by mid-month."

If you're normal, by now you're feeling a little pushed – or maybe even a lot pushed. You're not ready to make any kind of decision on the spot like this. Who does she think she is? Trying to politely get out of this mess, you ask, "How much money are we talking about?" No matter what she says, it will always be too much!

When you tell her that, she chimes back in with the Better-Act- Now Close. Petulantly, she looks at you and says, "We're really busy right now. New clients are signing on. If you don't go ahead right now, I have no idea how long it will take or even if the pricing will stay the same. I've heard it's going up because our billable resources are all booked."

You tell her you'll have to take your chances, because it's out of the question for you to make decisions so quickly.

Not to be deterred, she comes right back at you with her best Referral Close. Pulling a list of testimonials out of her briefcase, she lays them in front of you one-by-one.

"Look at all the great companies who we work with," she says. "They love us. We've done great things for them." Glancing quickly at your watch, you say, "I'm sorry. I have to run to a meeting right now. Thank you so much for your time."

"If you act now," she says using her best Last Ditch Close, "we'll throw in 20 hours of free training and a new iPod." Enough already! At this point, all you can think about is, "Get this woman out of my office."

That's what happens when you train someone on closing skills. They close and they close. At the same time, they tick off their prospective customers royally.

Whenever someone talks to me about their salespeople needing to be trained on closing skills, I have to redirect their thinking. The inability to close is a direct result of poor needs development. It is the symptom of the problem, not the actual problem itself.

The very best salespeople don't employ any special closing techniques at all. They simply focus on understanding their prospect's business and helping them achieve their desired outcomes. Instead of talking about their service, they ask a ton of questions. They keep their focus on their prospect's business challenges and the gaps that need to be closed to achieve their objectives. Then, knowing that corporate decisions take a while to make and often involve many people, they simply suggest the logical next step.

So please, don't talk to me about your salespeople needing to improve their closing skills. I can't help you with this. If they're selling to big companies, the more they close, the less successful they'll be. ■

## BRANDSTORMING PROMOTIONS

Miss out on that bonus?! Here's something even better!

Thanks to the team at Brand Storming Promotions, we have one of these flash NZ Sales Manager A4 leather compendiums to give away to one lucky reader per issue!



If you're an NZ Sales Manager subscriber\* just check back here each issue to see if it's you! \*NZ residents eligible only.

### This issue's compendium Winner:

Congrats to Anna Robinson of QBE Insurance!

If this is you, just email [pauln@nzsalesmanager.co.nz](mailto:pauln@nzsalesmanager.co.nz) by Friday 16 October to claim your prize!

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## Do you have a product, service or offer your fellow readers should know about?



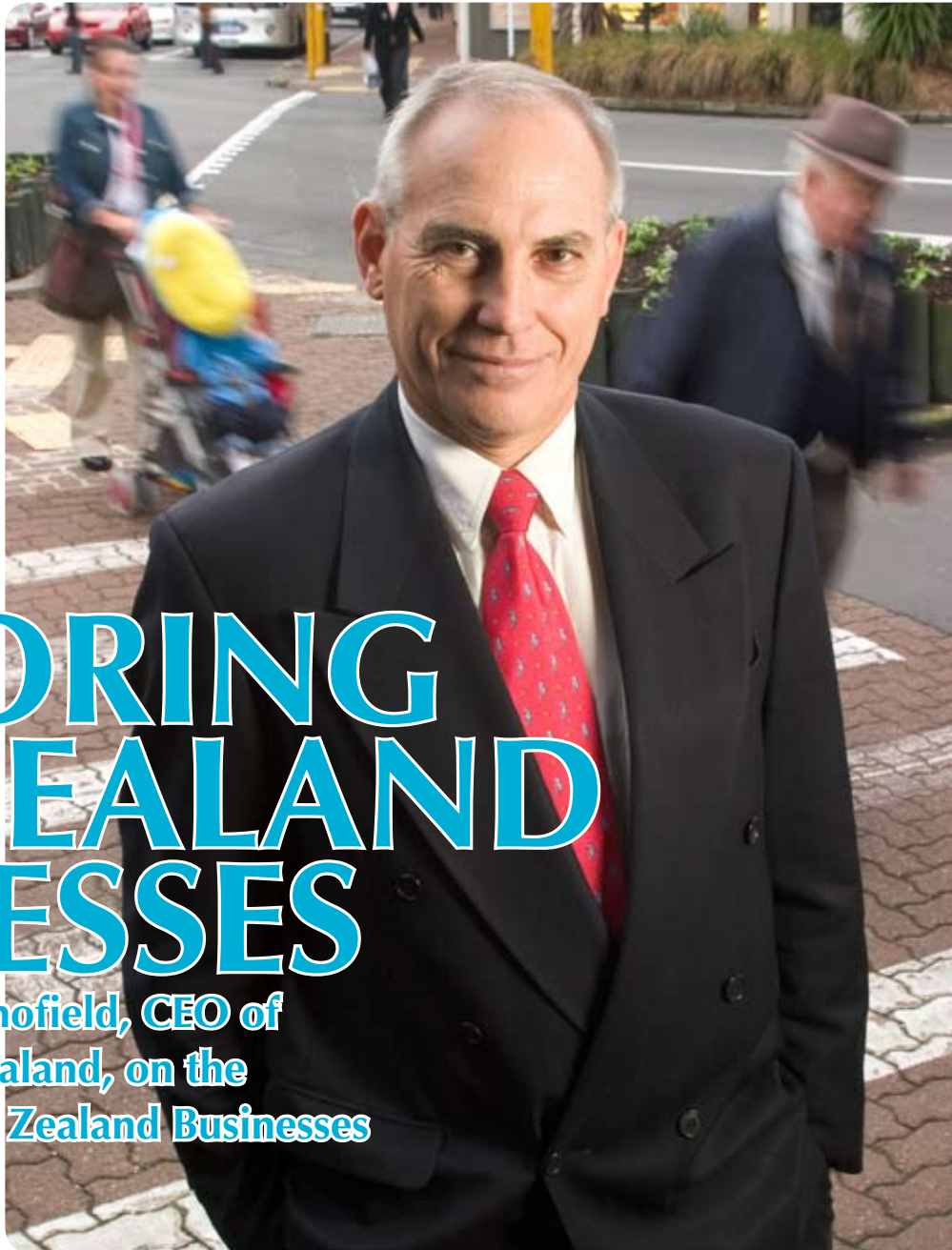
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# MENTORING NEW ZEALAND BUSINESSES

**An Interview with Ray Schofield, CEO of  
Business Mentors New Zealand, on the  
sales issues affecting New Zealand Businesses**

**S**ince 1991, Business Mentors New Zealand (BMNZ) has mentored over 49,000 New Zealand Small to Medium Enterprise (SME) businesses.

Business Mentors New Zealand is the country's only national volunteer mentoring service. They have a unique resource of over 1,600 volunteer mentors, who are experienced business people with a diverse range of skills, knowledge and experience, and a genuine desire to make a difference to small business. BMNZ also provides a specialised export mentoring service.

There are many benefits to bringing a business mentor on board. A knowledgeable mentor can help business owners take a step back and see the bigger picture. They can assist in identifying strengths, weaknesses, opportunities and

threats that may have been missed by managers too close to the business. They can also help a business owner refocus on their business goals and offer advice on strategies to better achieve them. Mentoring can provide peace of mind, inspiration or simply a sounding board to bounce ideas off.

In the current tough business climate, SMEs have been more vigorous in seeking support and direction, and consequently BMNZ has seen a considerable rise in requests for mentoring assistance, with registrations up 60 percent in the first half of 2009, over the same period last year.

One quarter of all requests for help to BMNZ are in the area of sales and marketing. To gain some insight into how they help SME's with their sales issues, we had a chat with CEO Ray Schofield.

NZSM: What are the top three common sales issues you see in SME's?

RS: Client communication/database management, staff sales/customer service training, accounts receivable/debt collection.

NZSM: What causes these issues?

RS: Lack of knowledge, resource and motivation.

NZSM: Are these issues you identify with the sales people or the business owner?

RS: Both. In many cases sales staff are expected to manage the sales and marketing function – due to a lack of resources and often a lack of knowledge and

understanding from the owner.

NZSM: What do you find are the causes for the lack of motivation?

RS: The expectation is to sell, but to actually bring in the business often requires back up resource in some form. Resource to support the sales function is often unavailable and can lead to de-motivation. The cost to employ sales staff is a big consideration and owners do not always adequately cost the resource. This can create pressure to adjust sales targets or the focus of sales staff. Without an understanding of the market and what it wants, situations can arise where sales targets are unrealistic. (A common scenario we hear is “if we can get one percent of the market, we will get xxxx many sales”)

The BMNZ service is unique in that it is independent and voluntary, has national reach and scale, offers one-on-one mentoring and through our private/public sector partnership model, is able to offer a business-focused mentoring service that caters for a range of situations and sectors

NZSM: What goes wrong with client communication and database management?

RS: Training systems are often non-existent and therefore induction of staff can be time consuming and counter productive.

Lack of planning, market intelligence for direction, expertise in house, the time and cost of managing the database and the lack of ideas and ability to produce material and devise offers becomes prohibitive. The expectation of delivery on the above may drive a decision to hire a sales rep, which without some leadership from management around the requirements, can result in failure in several aspects.

NZSM: Under what conditions does it work well – what makes a good mentor/client relationship?

RS: The mentor needs to be empathetic, a good listener and be committed to sharing their experience, skills and knowledge. They need to have the ability to communicate with, and win the confidence of others. The client needs to be committed to the relationship, be open to advice and willing to implement it. A mentor doesn't do the work for the client – the client must be willing to do it for themselves.

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NZSM: There are lots of business services out there for SME's – advisors, coaches etc. What do you do that they don't, or vice versa?

RS: The BMNZ service is unique in that it is independent and voluntary, has national reach and scale, offers one-on-one mentoring and through our private/public sector partnership model, is able to offer a business-focused mentoring service that caters for a range of situations and sectors.

NZSM: New Zealand currently has one of the lowest GDP per capita in the OECD yet New Zealanders work the second longest hours per week, affecting our ability to compete internationally. Why do you think this is, and what do New Zealand business people need to do increase productivity and to become more competitive?

RS: They need to receive relevant training/mentor guidance for the needs of the industries they represent. They require the correct implementation of knowledge, skill and experience in context with the business and its individual circumstances. They need to find solutions and achieve outcomes that build profitability, capability and effectiveness in their business performance. ■

[New Zealand Business People] need to find solutions and achieve outcomes that build profitability, capability and effectiveness in their business performance

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AIR NEW ZEALAND

# NZSM CALENDAR

WED 7 OCT

Sales Management  
David Foreman  
Auckland

Sales Skills 2  
EMA  
Auckland

THU 8 OCT

Sales Management  
David Foreman  
Auckland  
Essential Sales Skills  
Zealmark  
Auckland  
Sales Seminar  
Top Achievers Sales Training  
Auckland

FRI 9 OCT

SAT 10 OCT

MON 12 OCT

Negotiation  
David Foreman  
Auckland

Sales Skills 3  
EMA  
Hamilton

TUE 13 OCT

Negotiation  
David Foreman  
Auckland

RSN Event  
Ten Dynamite Steps For  
Goal Achievement  
Auckland

WED 14 OCT

Negotiation  
David Foreman  
Auckland

THU 15 OCT

Key Account Management  
Zealmark  
Auckland

Leadership with Results  
Richard Gee  
Auckland

Sales Seminar  
Top Achievers Sales Training  
Hamilton

SUN 11 OCT

FRI 16 OCT

Prospecting  
David Foreman  
Christchurch

SAT 17 OCT

MON 19 OCT

Sales Development  
David Foreman  
Auckland

TUE 20 OCT

Sales Development  
David Foreman  
Auckland

WED 21 OCT

Territory Management  
Richard Gee  
Auckland

Sales Development  
David Foreman  
Auckland

Negotiating Skills  
Scotwork  
Auckland (20-22 Oct)

Negotiating Skills  
Scotwork  
Auckland

SUN 18 OCT

THU 22 OCT

Sales Development  
David Foreman  
Auckland  
Business Negotiation  
Zealmark  
Auckland  
Hit The Road Running  
Top Achievers Sales Training,  
Christchurch

FRI 23 OCT

Negotiating Skills  
Scotwork  
Auckland

SAT 24 OCT

SUN 25 OCT

MON 26 OCT

TUES 27 OCT

Overcoming Objections  
Top Achievers Sales Training  
Auckland

WED 28 OCT

Sales Basics  
Richard Gee  
Auckland

THU 29 OCT

Hit The Road Running  
Top Achievers Sales Training  
Wellington

FRI 30 OCT

SAT 31 OCT

SUN 1 NOV

MON 2 NOV

Sales Management  
David Foreman  
Christchurch

TUE 3 NOV

Sales Management  
David Foreman  
Christchurch  
Cold Calling  
Top Achievers Sales Training  
Auckland

WED 4 NOV

Sales Management  
David Foreman  
Christchurch

WED 5 NOV

Sales Management  
David Foreman  
Christchurch  
Hit The Road Running  
Top Achievers Sales Training  
Auckland  
Essential Sales Skills  
Zealmark  
Auckland

FRI 6 NOV

SAT 7 NOV

SUN 8 NOV



Janice Davies – the lady with nice in her name – Attitude Specialist.  
For more information and a free report about having a Positive Mental Attitude  
go to [www.attitudespecialist.com](http://www.attitudespecialist.com)

# Your Attitude WILL DETERMINE YOUR FUTURE

By Janice Davies



## **YOUR ATTITUDE WILL DETERMINE YOUR FUTURE**

It sounds simple, but it is harder to actually do, especially for sales people. Developing and maintaining a positive mental attitude requires determining and controlling your thoughts.

There is so much negativity and doom and gloom being discussed it is easy to tune in to that type of thinking. With the downturn in the economy, people losing jobs and money, politicians squabbling and selling their policies, sometimes it is tricky to turn your thinking to a position that is helpful to you rather than destructive. Here are seven essential steps to a positive attitude.

## **BECOME SOLUTION FOCUSED**

To change from a negative attitude take a 180 degree spin and start focusing your thoughts on solutions. The longer you think about the problem the longer it will be before you discover your solutions.

You can only think one thought at a time, so it's important for your success that you make a choice and make it a positive one. So rather than dwelling on the problem of not enough leads coming in, focus on the solution of which networking event you will attend next week.

## **MIND CONTROL**

Over the centuries thousands of positive quotes and poems have been written on some aspect of positive thinking. Whether it's Lord Byron about love or Shakespeare with words of wisdom like Make the World Your Oyster...people have been using different forms of mind control. If your thoughts are negative one of the keys to controlling

your mind is to simply read a positive quote, affirmation or book or talk to positive people to stop your mind thinking negatively.

A key attribute of sales people is that they are right brained: creative, colourful, talkative and enjoy being with people. Visual aids are more appealing so use visual aids. To motivate yourself use a picture of your dream sports car or holiday or write down your target, number of calls, follow ups or phone calls and tick them off your list so you can see and feel what you are achieving.

## **GET OUT OF YOUR RUT**

My logo is based on the @ sign you see on any keyboard and I see a similarity between this and life. You can stay AT one place in your life, never learning new skills and going around and around in one place repeating the same mistakes, 'stuck' in a rut. Or you learn new skills and then move forwards and upwards in your life.

When you learn one skill you integrate that skill into your daily life. You remain at that point in your life for as long as you choose. You either get stuck again or progress forward as you learn another new skill.

By learning the next skill needed for your success, you master another challenge and move onwards and upwards in your life again. With each challenge you overcome, you achieve success and gain momentum in your quest to be who you want to be – the master of your life! Overcome the fear of your rut by trying something new or in a different way or discuss with other people what has

worked for them. There are lots of sales courses, books and other successful people to share ideas about your sales pitch that can help you.

### CREATE YOUR DESIRE

If you are achieving your level of personal success and are happy with your present salary, commission, partner, lifestyle or financial situation, you have no urge to lift yourself to your next level of triumphs. However, if you would like to improve any of the above or rate your happiness level below five out of ten you have a valid reason to have a positive attitude and create more victories in your life. Discover some values-aligned goals and find your urge.

Carry your affirmation or goal with you at work about your number of calls or sales. If your desired result misfires quickly change your mindset back to positive. Embrace the words 'next one please' or reread your goal on your mobile or blackberry or the old fashioned way, on a piece of paper in your wallet. Display it in your car.

### EDUCATE YOURSELF

Two famous quotes from **Albert Einstein**:

*"No problem can be solved from the same level of consciousness that created it." AND "Insanity is doing the same thing over and over again and expecting different results."*

Embrace your soul, mind and body at work by ensuring you feel good. This is an important trait for the sales people and starts on the inner by becoming confident and believing in your ability to make sales. Additionally it shows in your outer in your clothing and personal grooming. Always present yourself well with good posture and looking good. You will feel better!

Just DO IT!

All this is possible and all you have to do is choose. Nelson Mandela once said, "Your playing small does not serve the world."

What does that mean? It means don't live being unhappy and below your potential. You are destined to live a great life!

Your past has created who you are today. It has been based on the decisions that you have made and for most people some have been good and some not so good. You learn more from the not so good decisions as you create stepping stones to your future. The key now to your future success is to release your past and move onto your future and that means taking your personal development level up the next notch. As Stephen Covey says – "Sharpen your saw". While driving in your car educate yourself from the hundreds of educational CD programmes that are available. Your work may invest in them for your workplace library.

### *Soul Mind Body Aligned*

Your goal in life is to create yourself. Not an unhappy you but a happy, fulfilled successful person doing what you want in your life. There are three steps to your success.

1. Decide what makes your soul happy which means analysing your feelings. Discover your passions and include them in your values-aligned goals.
2. Use your mind and thoughts to create your values-aligned goals. This is your mind control.
3. Take action by following what your soul (feelings) and mind (thoughts) have determined (action). When your soul, mind and body are aligned you will stop living life like a three legged stool with every leg out of alignment.

We all know those people who are positive and optimistic and who can laugh and view the glass half full and not half empty. They are determined to succeed and generally do.

If you're having a challenging time think of the most positive person you know, pick up the phone now and invite them for coffee. You can also tell them you want to hear how they got successful because twenty years ago, they were probably where you are now.

Your goal in life is to create yourself and your life to the great heights you want. People will help you on your journey and prompt you to success. But first it starts with you believing you are worthy of your own success and keeping a positive mental attitude on your journey. The world is waiting for your best. Don't delay any longer! ■

The Rev Sales Network presents

# “Ten Dynamite Steps for Goal Achievement” with Paul Kernot

Performance Coach, Speaker, Author & Founder of the Pathway6 programme

## Rev Sales Network 2009 Power Lunch Series Auckland Seminar #5

Paul Kernot—Ten Dynamite Steps for Goal Achievement  
Tuesday 13 October 2009  
12pm—1.30pm  
OfficeMax Training Centre, 30 Sir Woolf Drive  
Highbrook, East Tamaki, Auckland  
Rev Sales Network members: Free  
Non-members: \$49 + gst pp  
Includes light lunch.

### The Topic:

Brian Tracy calls goal setting the “master skill of life.”

We all know we should have goals. We all know our goals should have deadlines if they are ever to be realised, but very few people are fortunate enough to have been taught a step by step process that guarantees you will achieve them.

Always a favourite with RSN members, the Rev Sales Network invites you to join us as performance expert Paul Kernot leads us through a goal setting session you won't forget!

Whether you're a sales person, business owner or manager, Paul delivers a timely and essential message for all of us as we start to plan ahead for next year, and work out how to get from where we are now, to where we want to be!

**Plus:** A fun invitation for this RSN session only. Join Paul's “100% Goal Achievement club” on the day for free! (Only if you qualify—conditions apply!)

### Presenter:

Paul Kernot has been a highly demanded sales and performance coach for over 10 years having been a top sales performer and athlete in New Zealand and the UK before that. His programme Pathway6 addresses the internal road blocks we need to overcome to succeed not just in sales but life itself.

**This is our last seminar for the year and will fill fast! Book today!**

To reserve your seats [click here](#) to go to our Event Registration page or go to [www.rsn.co.nz](http://www.rsn.co.nz) and complete the registration form before Friday 9 October. First in, first served!

Not a member? For free seminar entry, join the Rev Sales Network, free for 2009 at [www.rsn.co.nz](http://www.rsn.co.nz).



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# NZ SALES Manager

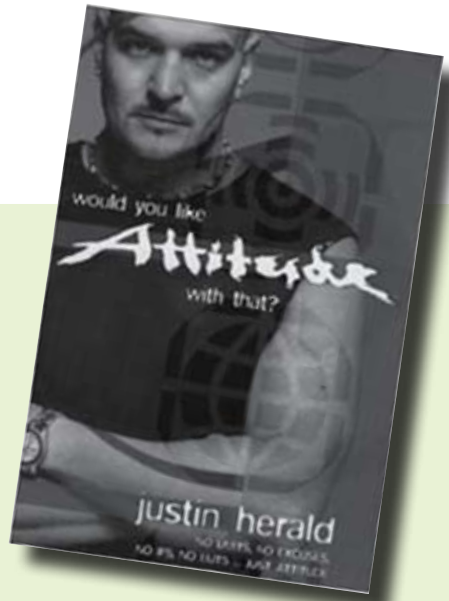
# Would You Like Attitude With That?

By Justin Herald

Published by Allen & Unwin

At the age of just 25 and with only \$50 dollars in his pocket, Justin Herald decided he would try his hand at business. With no previous experience he started up Attitude Gear, which today is a multi-million dollar company with products sold the world over. *Would You Like Attitude With That?* is a truly motivational volume showing readers that with the right attitude, you can achieve success at virtually anything you turn your hand to.

\$31.99 from 



## QUICK FIX *It's not what you sell, it's how you sell*

### *Honest Apologies*

So it's all gone wrong and you have let your customer down. It's time to write to them with an apology.

- Show that you understand their business – you should know what inconvenience it has caused them so apologise specifically for this.

How many letters start like this?:

'Due to unforeseen circumstances beyond our control we <have let you down>

And end like this:

'We apologise for any inconvenience this may have caused'.

Do this and your customers will be much more understanding!

As a customer I read this and think – well at least they have told me they have stuffed up, but they obviously don't want to tell me why because they think that will make them look even worse, and their apology is so canned they don't mean it anyway. They don't really care.

#### QUICK FIX

To show you do really care and to build a relationship built on trust, cut out the canned opening and closing lines that everyone uses and use real language.

- Tell it how you would say it – which is not the canned written way.
- Tell what did happen, and what you learned that will improve customer service in the future.



WIN A LASER POINTER PEN FOR YOUR QUICK FIX!

If you have a favorite 'quick fix' that you would like to share with our readers (without giving your winning secrets away!) then email the editor at [pauln@nzsalesmanager.co.nz](mailto:pauln@nzsalesmanager.co.nz) You will be in to win a high-powered laser pointer pen, courtesy of the great guys at Brand Storming Promotions.



**T**here once was a woman who woke up one morning, looked in the mirror, and noticed she had only three hairs on her head.

"Well," she said, "I think I'll braid my hair today."

So she did...and she had a wonderful day.

The next day she woke up, looked in the mirror, and saw that she had only two hairs on her head.

"H-M-M," she said, "I think I'll part my hair down the middle today."

So she did...and she had a grand day.

The next day she woke up, looked in the mirror and noticed that she had only one hair on her head.

"Well," she said, "today I'm going to wear my hair in a pony tail."

So she did...and she had a fun, fun day.

The next day she woke up, looked in the mirror and noticed that there wasn't a single hair on her head.

"YAY!" she exclaimed, "I don't have to fix my hair today!"

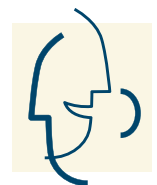
*Author Unknown*



## If only I had a **sounding board...**

Owners of small businesses often feel very isolated. Business Mentors New Zealand provides an empathetic person to listen to the challenges and difficulties small businesses can face. Sometimes this alone is all that is needed to identify strategies and opportunities for growth.

*NZ Sales Manager - Sponsors of Business Mentors New Zealand*



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