

Are we meeting customer's needs, beyond their expectations, each and every time? Here's a suggested calendar and a number of options we have available....

- **Option One:** You have one last chance to book in for the Christmas Customer Service Training Package. The \$1,500 package includes a 3-hour seminar, workbooks, pens, and certificates on completion.
Ideal timing: November 1999.
- **Option Two:** Are you ready to cope with the GST? Do not despair, there is still time to organise yourself, your staff, and your systems. The Australian Retailers Association Seminar, at only \$500-00 per 2-hour seminar is specifically targeting retailing with the GST. As a result of the government support, you also receive a free video kit for each retailer in attendance.
Ideal timing: February 2000.
- **Option Three:** Business planning, sales forecasting, store management and future planning are issues we need to face on a regular basis. Do you have goals? Are you meeting them? Are they realistic? And where will they take you? Business Planning Made Simple will answer all these questions and help you set out your business path of growth and success.

This 3-hour seminar is targeted at Business owners and managers and includes workbooks, pens and certificates on completion. It's priced at only \$100-00 per person in attendance (minimum of 12 people per seminar). **Ideal timing: March 1999.**

- **Option Four:** Staff recruitment, training and retaining is a must for any business operator wishing to cope with company growth, loyal customers, better service, high staff turnover and pressing issues such as the GST. It all starts with hiring the right person, but sometimes we are unsure how to go about it, in order to attract the right applicants for the job. Then we look at the perfect training schedule, a performance assessment, and motivational program to drive your whole team. Have you hired and trained enough staff to cope with the increased flow of customers we expect throughout the Sydney Olympics?? This 3-hour seminar is targeted at Business owners and managers and includes workbooks, pens and certificates on completion. It's also priced at only \$100-00 per person in attendance (minimum of 12 people in attendance).
Ideal timing: May 1999.
- **Option Five:** Customer Service Back to Basics. We go back to basics by firstly measuring the level of customer service we are offering, by way of a Mystery Shopper Survey, then we go about addressing the issues highlighted in the survey. We discuss store standards and policies to see if ours really do measure up. We look at some basic retail service principles, techniques and non-negotiable standards. It's your very last chance to pick up your act before the additional flow of customers we expect throughout the Sydney Olympics. Remember, we only get one bite at the cherry. This 3-hour seminar is ideal for all retailers including casuals and part-timers. It's priced at \$1,500 per seminar, plus \$35 per Mystery Shopper Visit. All attendees receive seminar workbooks, pens and certificates on completion. **Ideal timing: June 1999.**

TARGETT'S TACTICS

NOV/DEC 1999

Welcome to the next edition of Targett's Tactics. This newsletter is produced bi-monthly to keep you informed of the latest ideas, techniques and services available for us to provide service beyond our customers' expectations, each and every time. It's too hard doing it by yourself, and fortunately, there are alternatives.

Do you have a customer service team in place in your shopping centre? Are they trained and skilled to cope with the day-to-day issues of meeting the customer's needs and servicing the customer in every way possible?

If not, have you considered in-house training? We can:

- source and select additional staff to add to your team
- motivate and coach your staff to carry out their duties with exceptional standards
- instill and assess presentation standards and ongoing compliance by all

This program is appropriate for shopping centre customer service staff, courtesy crew, commissionaires, cleaning staff, security and casual volunteers. Day or evening seminars are conducted as required, upon inquiry.

TARGETT RETAIL TRAINING P/L

ACN 086 170 998

With willingness comes success

Special announcement for shopping centres under development:

Here is a training program devised just for you... An Induction Program for new retailers. It's perfect because an environment is created where you have total control. An environment where you do the research, you do the sourcing, you do the leasing, and you leave us do the rest, ie. Staff employment and training, store standards, customer service training, visual merchandising principles, setting up shop, budgeting and sales forecasting, staff accountability and motivation.

This makes for a perfect package and a perfect retailer. A proven location, a proven retailer, a great fitout, and now an induction program where there is no turning back. Given the above principles are true and correct, this program offers a 100% money back guarantee for each retailer in attendance. Price negotiable per retailer.

Remember: It's not the cards, it's the way they are played.

Other training opportunities available include:

- train-the-trainer programs
- time management techniques in action
- staff employment and training
- store marketing, advertising and public relations

Warm regards until next year,

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