

# TARGETT'S TACTICS

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JAN/FEB 2000

Welcome to the new millenium and 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.

## **WHAT'S NEW??**

With the new year, comes the launch of new program... *Visual Merchandising, Marketing & Advertising for Retailers*. This 3-hour seminar has been devised as a direct result of client feedback and retailer demand.

Targeted specifically for business owners and managers in a retail environment, this seminar includes workbooks, pens and certificates on completion. A special introductory price of \$2,000 applies, (unlimited number of attendees), if you place a booking before Easter 2000. This gives you ample time of 4 full months.

***LOOK INSIDE THIS EDITION FOR SOME TIPS ON SURVIVING THE NEW MILLENIUM.....***

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**TARGETT RETAIL TRAINING P/L**

ACN 086 170 998

With willingness comes success

***IN RETAIL WE CANNOT AFFORD A HIT AND MISS STRATEGY. IF WE'RE NOT TRACKING, WE'RE JUST PRACTICING. OUR GOAL IS TO MOVE THE STATISTICS IN A POSITIVE DIRECTION IN ORDER TO GROW THE SALES.***

SO HOW DO WE ACHIEVE THIS?

We need to go back to the basics and revisit our customer service standards. All too often it is overlooked. Are your staff 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?

We can start internally by conducting a Saturday workshop for customer service staff, security staff, cleaning staff, information hostess', promotional staff and casuals.

Next we conduct a 3-hour seminar for retailers within your shopping centre. The seminar covers store standards and policies, some basic retail service principles, techniques and non-negotiable standards.

A highly recommended form of training for only \$1,500, all inclusive of workbooks, pens and certificates on completion.

Best wishes for the new year,

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## THE TEN COMMANDMENTS OF THE NEW MILLENIUM...

It didn't happen like in the Nike television commercials. There were no blazing fires, no major car pileups, and certainly no ATM machines spitting out money from nowhere. There were no airplanes falling from the sky, no zoo animals on the loose, and no natural disasters.

The clock simply clicked over to 12.01am, the morning of the Year 2000. We continued to party, to drink, to dance, to reminisce and to enjoy good company. Now that we've recovered, and caught up with some sleep, it's the time, in retail, to look forward and obey some simple commandments....

### **1. Thou shalt analyse last Christmas.**

Critically evaluate the décor, advertising, promotions, and services. Review issues such as customer parking arrangements, crowd control, and any feedback you may have received from your customers. Analyse the sales results and compare to the same period last year. Research what your competition did better than you. Make a list of Christmas opportunities for next year.

### **2. Thou shalt review holiday objectives.**

Encourage your whole management team to discuss school holiday and sale period goals together – from housekeeping to security to staffing and marketing.

### **3. Thou shalt know thy target markets.**

Your current target markets may have shifted slightly, and the geographic boundaries of your market may have altered. Start the year with this up-to-date knowledge.

### **4. Thou shalt reforecast to 30th June.**

Ensure your budgets and forecasts to June 2000 are revisited, and updated accordingly. You may be doing better than your original budgets, or you may be performing under budget.

### **5. Thou shalt complete business plan & budget.**

Revisit your SWOT analyses, confirm your Key Issues and address them in your 2000/2001 budget year. It is smart to allow ample time to research these issues and complete this process.

### **6. Thou shalt be prepared for the GST.**

Commencing 1 July 2000 the new Goods and Service Tax comes into action, forcing all businesses to comply. Are you prepared?

### **7. Thou shalt over communicate and over train.**

Tell your staff. Tell your retailers. Tell the media. Tell the market. Tell them over and over again. If you want to be heard, you must make it loud. Your staff represent your business, so don't forget to keep them in the know.

### **8. Thou shalt attend to daily details.**

Every day is the first day and every hour is the first hour of shopping for some customers. They deserve the same magic that the early shoppers got. Attention to detail is required, including weekends. Customers still wish to be heard; customers still wish to be served. Never let down your guard.

### **9. Thou shalt attempt originality.**

Break through the clutter. Rise above mediocrity. Do something different, something innovative. If you're having difficulty coming up with ideas, conduct a think-tank with your staff, go and see what the best retailers are doing, go to some creative seminars. Immerse yourself in retail and consumer trends. Aspire for excellence.

### **10. Thou shalt keep it simple.**

Excel at one thing. Make that your trademark. Choose one aspect of your work and do it better than any other of your competitors. Use consistency in graphics, colour, theme, message. Give your audience one important thing to remember.