

WHAT DO WE NEED TO DO TO PREPARE FOR THE OLYMPICS??

There are so many issues that our retailers may not have even started to think about, let alone prepare for.

HELP THEM TO BE PREPARED, WITH THIS 2 HOUR SEMINAR.

A highly informative presentation is provided including comprehensive survival kits [with manual, anti-stressants, and key dates to prepare for] all for \$950-00.

Some of the many issues covered include,

- Staff employment and rostering
- Staff presentation
- Store presentation
- Stock delivery
- Promotional activity
- Advertising
- Products and services
- Staff training
- Communication

ARE YOUR RETAILERS READY???

Contact us today, for more information.

Kind Regards,

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TARGETT'S TACTICS

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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.

THE CUSTOMER SERVICE REVOLUTION CONTINUES.....

Remember: The Customer is King.

Customer service is the way we show respect and customer satisfaction is the meaning of life!

With the Sydney Olympics now almost on our doorstep, we MUST prepare our business, ourselves, and our staff. Remember, we only get one bite at the cherry. It is not too late to lift our existing level of customer service, to the next level. We need to innovate or stagnate, that is, it is only through innovation that we are able to foster a creative working environment and experience growth driven by innovation.

LOOK INSIDE THIS EDITION FOR YOUR 4-STEP ACTION PLAN IN LIFTING YOUR SHOPPING CENTRE'S LEVEL OF CUSTOMER SERVICE

TARGETT RETAIL TRAINING P/L

ACN 086 170 998

With willingness comes success

YOUR 4-STEP ACTION PLAN TO IMPROVING YOUR SHOPPING CENTRE'S LEVEL OF CUSTOMER SERVICE.

A comprehensive customer service package suitable for your retailers could include....

1. **Mystery Shopper Survey** – to assess the level of customer service available in each retail business. The weaknesses highlighted in the survey become the focus of attention, and are acted upon appropriately.

The surveys are completed and results tallied within a 3-week period so that the experience remains relevant and top of mind. This service is extremely cost effective at \$35 per survey.*

* Metropolitan Areas Only

2. **'Customer Service Back to Basics' Seminar** – a customer service seminar where basic customer service principles and practices are reinforced and staff compliance issues are highlighted.

We revisit the specific issues in the Mystery Shopper Survey. Non-negotiable customer service principles are presented and discussed commencing with greeting the customer, handling telephone inquiries, overcoming objections and inviting customers to return. Word-of-word employee/customer relations are discussed and role-plays are performed to ensure a thorough understanding by all.

A highly professional presentation. The pre-Olympic special price of \$1500 is inclusive of workbooks, pens and certificates on completion.

3. **'Innovate or Stagnate' Workshop Series** – under performing retail businesses need to create a positive climate through the generation of new ideas, as a pivotal tool to innovation and business growth.

This workshop series is conducted over 3 consecutive weeks [2 hours per session – 6 hours in total]. Crammed knowledge results in selective and limited information retention, and therefore this bite-size training structure is appropriate.

All workbooks, pens and presentation material are supplied, and for those that attend...get ready for some real action...this is the only way to become idea-rich and drive growth through innovation and empowerment of our staff.

4. **Take Action** – results will not culminate, without the willingness and desire to do something about it. So what are you waiting for? The problem will not go away until you take action. We look forward to your call.
- **DO YOUR RETAILERS NEED ASSISTANCE WITH COMPLETING THEIR FIRST BUSINESS ACTIVITY STATEMENT, UNDER THE NEW TAX SYSTEM? CALL US TODAY, AND WE CAN ASSIST.**
 - **BUILDING A WEB-SITE, FOR ON-LINE ADVERTISING? NO PROBLEM, WE CAN MANAGE AND BUILD THE SITE, HASSLE FREE.**
 - **ARE YOUR RETAILERS PREPARING A BUSINESS PLAN FOR THE NEW FINANCIAL YEAR? CONSIDER OUR BUSINESS PLANNING WORKSHOP FOR ONLY \$100 PER RETAILER, ALL INCLUSIVE OF BUSINESS PLAN MANUALS, PENS AND CERTIFICATES ON COMPLETION.**

