

TEN COMMANDMENTS OF CHRISTMAS...

It didn't happen like in the movies. There were no explosions. No parting seas. No earthquakes. This is real life:

As you plan your 2000 Christmas marketing, follow these commandments. While not divinely inspired, they are the product of many years experience. If you disobey them, may God help you survive!

1. Thou shalt analyse last Christmas.
2. Thou shalt establish Christmas objectives.
3. Thou shalt know thy Christmas target markets.
4. Thou shalt create a Christmas communication concept.
5. Thou shalt cover the basics before the frills.
6. Thou shalt keep it simple.
7. Thou shalt attempt originality.
8. Thou shalt over-communicate.
9. Thou shalt attend to daily details.
10. Thou shalt strive to measure thy success.

You may not realise the responsibility you have during the Christmas season. Your marketing can make or break a retailer's year. You can lighten or destroy the holiday spirit for your shoppers. You can create a lifetime of good memories for a child visiting Santa. You may provide the beauty of Christmas for those who are alone or cannot afford their own Christmas. This may be the last Christmas your shopper experiences. That day, that hour, that moment must be right.

IF YOU NEED ASSISTANCE WITH PLANNING AND/OR ORCHESTRATING YOUR CHRISTMAS CAMPAIGN, SIMPLY GIVE US A CALL.

Wishing you a successful trading season.

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TARGETT'S TACTICS

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Welcome to the next edition of Targett's Tactics. This is a free newsletter 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, so fortunately there are alternatives.

LAST CHANCE FOR PRE-CHRISTMAS TRAINING

OPTION A:

- ✓ CUSTOMER SERVICE 3-HOUR SEMINAR
- ✓ UNLIMITED NUMBER OF PARTICIPANTS
- ✓ SEMINAR WORKBOOKS AND PENS
- ✓ SEMINAR COMPLETION CERTIFICATES

ALL INCLUSIVE SPECIAL PRICE OF \$1650 INCL. GST.

OPTION B:

- ✓ CUSTOMER SERVICE & SALES TRAINING WORKSHOP SERIES
- ✓ 4 X 2-HOUR CONSECUTIVE SESSIONS
- ✓ UNLIMITED NUMBER OF PARTICIPANTS
- ✓ WORKSHOP MANUALS & PENS
- ✓ WORKSHOP COMPLETION CERTIFICATES

ALL INCLUSIVE SPECIAL PRICE OF \$2,420 INCL. GST. BUT HURRY...ONLY VALID UNTIL CHRISTMAS 2000.

TARGETT RETAIL TRAINING P/L

ABN 25 086 170 998

With willingness comes success

HELP YOUR RETAILERS GET THROUGH THE BUSIEST TIME OF THE YEAR.

Retailing today is demanding, with increased competition, emphasis on expense control and a severe shortage of quality help. Retailers need simple programs that solve problems while increasing sales and profits, especially during the busy Christmas and holiday season.

Here are 10 ideas for helping your retailers:

1. **CONDUCT A HOLIDAY JOB CENTRE** – could be a function of the information booth where retailers provide details of job openings and applicants complete a job application.
2. **PROVIDE A VISUAL MERCHANDISER** – This person acts as a second set of hands to make sure displays in stores remain stocked and visually stimulating.
3. **PROVIDE PRODUCT DEMONSTRATORS** – This person adds excitement to the store and gives product information.
4. **CONDUCT SALES TRAINING WORKSHOPS** – Contact us for more details about our Christmas-themed workshops.
5. **CONDUCT A SALES CONTEST** – Assign sales goals to each of your stores and award prizes to every store that achieves the assigned sales goal. A grand prize could be awarded to the store with the highest increase over goal.
6. **IMPLEMENT A PERSONAL SHOPPER PROGRAM** – A personal shopper gathers merchandise from several stores and presents it all at once to a busy consumer.
7. **IMPLEMENT A HOME DELIVERY SYSTEM AND/OR VALET PARKING PROGRAM** – Depends on logistics of your centre.
8. **OFFER FREE PARKING TO CUSTOMERS ON THE QUIETEST DAY OF THE WEEK** – Especially works if your centre normally charges for parking.

9. **CREATE A GIFT CENTRE** – Gives consumers convenient one-stop shopping and makes good use of vacant shops. Professional displays could be grouped into categories of gifts under \$10, \$25, \$50 and \$100.

10. **LET SANTA GUIDE SHOPPERS TO AN AREA YOU WANT TO PROMOTE** – It could be your food court for example.

FACT OR FICTION?

FACT....Retailers commence their Business Planning in March/April each year.

FICTION....If you think all retailers diligently prepare a Retail Business Plan you are kidding yourself. Quite often it does not take priority over other job responsibilities and therefore often does not get done to any acceptable degree.

SOLUTION....Business Planning Workshop series or one-off seminar held on site in your centre. Cost - \$2200 incl. GST for a 3-hour session or \$1045 incl. GST for a series of 3 x 2-hour sessions.

FACT....Retailers need ongoing motivation and innovation considering retailing is a demanding and competitive industry.

FICTION....Retailers easily flock into training sessions without any persuasion??...never...you need to sell them the benefits.

SOLUTION....3-hour motivational seminar purely aimed at lifting spirits, providing tips, and bringing back the passion in one's work. Cost - \$1650 incl. GST.

FACT....Staff turnover is extraordinarily high in retail, and therefore training and induction programs are ongoing.

FICTION....Staff induction programs...unfortunately most retailers do not have a pre-organised training program so when new staff join the business the training is not comprehensive and without an organised approach. This often discourages the retailer from making an effort.

SOLUTION....Staff Recruitment/Training/Retaining, 3-hour seminar. Cost - \$2,420 incl. GST.

FACT....Retailers are continually looking for inspiration with store displays and promotional efforts.

FICTION...Retailers are naturally creative in displaying their merchandise to appeal to customers?? No one is born with these skills and therefore they must be developed.

SOLUTION...Visual Merchandising/Marketing/Advertising 3-hour seminar. Cost - \$2200 incl. GST.