

CHRISTMAS CUSTOMER SERVICE RETAIL TRAINING PACKAGES

Are your retailers ready for rush hour?

Professional strategies and techniques are compulsory in today's competitive customer service environment. Every business should have a list of customer service principles when staff are dealing with customers on a day to day basis. It all begins with staff attitude. And the results being more satisfied customers, return visits, word of mouth recommendations, and customer loyalty.

OPTION A:

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

ALL INCLUSIVE SPECIAL PRICE OF \$1500 + 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 \$2,200 + GST.
BUT HURRY...ONLY VALID FOR OCTOBER AND
NOVEMBER 2000.**

Warm 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, so fortunately there are alternatives

BOOK NOW FOR PRE-CHRISTMAS TRAINING

What are your customers looking for?

- Exceptional Customer Service
- Skilled on-the-job Sales People
- A More Professional Image
- A Visually Stimulating Display

Are you looking for the cold, hard facts. We cut through the clutter and cut to the chase! We even offer a money back guarantee that the Targett Training Systems do work and will provide you with the RESULTS you are looking for.

***LOOK INSIDE THIS EDITION FOR MORE
INFORMATION ON THE OPTIONS AVAILABLE TO
PREPARE YOUR STORE FOR THE CHRISTMAS
TRADING SEASON.....***

TARGETT RETAIL TRAINING P/L

ABN 25 086 170 998

With willingness comes success

WHEN YOUR PRODUCT IS A SERVICE...

Albert Einstein, one of our greatest scientists and philosophers, once described his view on reality by saying, "God is in the details." He believed that nothing at the microscopic level of existence was left to chance; everything followed a design.

So too are our purposes: quality of service is in the details. That is, the relationship between the service provider and the service buyers exists at many individual points of contact.

It's those thousands of "moments of truth" that we come up against each day in our business that is the true conception of service.

THE BUSINESS EXISTS IN THE MINDS OF ITS CUSTOMERS ONLY DURING THOSE INCIDENTS WHEN THEY COME INTO DIRECT CONTACT WITH SPECIFIC ASPECTS OF ITS OPERATION. IT IS THIS MOMENT WHEN AN IMPRESSION OF THE QUALITY OF SERVICE IS FORMED.

As you think about this new view of your business, in terms of moments of truth as episodes that offer perishable opportunities to make a quality impression, it becomes obvious that management is not in control of the quality.

MANAGERS CANNOT BE PRESENT AT ALL OF THE MOMENTS OF TRUTH TO SUPERVISE THEM AND MAKE SURE EMPLOYEES HANDLE THEM PROPERLY. THEY MUST RELY ON THE WORKING PEOPLE WHO ARE HANDLING THE MOMENTS OF TRUTH. IN FACT, THEY ARE THE MANAGERS AT THOSE MOMENTS AND MUST

Book your "Moments of Truth" 3-hour seminar – fundamentally the most applicable training for any retail business. At only \$1500 + GST, is inclusive of workbooks, pens and certificates on completion.

BE ABLE TO HANDLE THESE SITUATIONS WITHOUT LETTING THEM SLIP AWAY....& INTO THE TILLS OF YOURCOMPETITOR.

VIEW TO A RETAIL KILL...

Retail stores can be likened to a theatre – the interiors being the stage; the fixtures, décor and lighting are the set; and the merchandise is the show!

All of these elements combine to create the image the store communicates to its customers, which is hopefully one that makes shopping a pleasurable experience for the customer and a profitable experience for you.

STORE IMAGE IS THE IMPRESSION OF YOUR STORE IN THE CUSTOMER'S MIND. THEREFORE, THERE IS NO DOUBT THAT THE WAY YOUR STORE IS PERCEIVED BY YOUR CUSTOMERS IS CRITICAL TO THE SUCCESS OF YOUR BUSINESS.

Windows and displays need to make a bold statement in order to get the customers attention. Windows should create a lavish environment that exists only to highlight the product.

IT TREATS THE MERCHANDISE WITH UTTER RESPECT! IT SAYS, THIS MERCHANDISE IS QUITE SPECIAL, SOMETHING THAT DESERVES ITS OWN SPACE, UNLIKE SOMETHING ELSE THAT MAY BE INSIDE ON A RACK.

And the window shoppers know that there are a lot of other things inside on the racks. Then there is the view into the shop. It also holds the promise of discoveries awaiting inside, as well as demonstrating that other people already shop there, thus delivering an unsolicited testimonial to the worth of the merchandise and service.

THE GOAL OF PRODUCT MERCHANDISING IS ALWAYS TO MAXIMISE SALES AND PROFITS BOTH IN THE

Effective, Results-Driven Visual Merchandising, Marketing & Advertising for Retailers – a 3-hour seminar, all inclusive of workbooks, pens, and certificates on completion for \$2,000 + GST.

SHORT AND LONG TERM.