

# TARGETT'S TACTICS

Jan/Feb 2001

## Welcome to the next edition of Targett's Tactics

*And the first edition for 2001.*

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.

You will notice the format of this newsletter has changed considerably compared to previous editions. We have re-designed this newsletter so that there is plenty of room for industry information we are providing you – free of charge.

### **Would you like this newsletter emailed to you? Or to another manager in your office?**

For an e-version of this newsletter, simply contact our editor at [louise.targett@bigpond.com](mailto:louise.targett@bigpond.com) so that we continue to send you this publication as an e-newsletter. This bi-monthly subscription is totally free, and guaranteed to be cram-packed full of tips, techniques and ideas each and every time.

With Christmas now buried for another year, it is time to think seriously about the trading performance of your centre and how you can grow it.

In this edition we focus on retailers who are trading at risk and how we can minimise or rectify the problems before it is all too late.

We also look at Business Planning, being very relevant at this time of year. There are special packages now available and certainly worth considering for your retailers.

Next edition will be taking a glimpse at retail employment and some recent industry statistics versus job satisfaction. We will also be introducing a new seminar covering a such a critical area of our life – both business and personal.

All-in-all we forecast another busy year in retail and we wish all retailers happy trading times and strong financial success.

## When are retailers really trading at risk?

*It's too late when you have a vacant hole in your retail mix.*

When was the last time you really looked at the trading performance of each and every one of your retailers, as opposed to simply skimming over the category results? With retail fluctuations occurring due to the ever-changing environment, it is critical that we keep a close watch on our retailers, on an individual basis. We call it getting 'intimate' with our retailers. The best way to do this is to study their sales results, to speak with your retailers, and to continue to study trends such as by reading industry publications.

If you are unsure of the danger level of a retailer in your centre, please give us a call. We can identify those trading at risk and the real reasons why. By working one-on-one with that retailer, within a week turnaround time, they can be on the road to recovery. Special reports of findings are prepared and action plans are monitored to ensure your retailer is practicing perfection in all areas of his business. The result being a complete turnaround in sales, from decline to growth and success.

Special packages are available for January, February and March 2001. See over page for full details.

## What makes Targett Retail Training different to the rest?

- Packages designed specifically for use in Shopping Centres.
- Customised programs to suit your retailers, your centre, solve problems and achieve results
- Workshops, seminars, mystery shopping, one-on-one consultancies, and retailer assessments – we do it all.
- Unlimited number of attendees for all seminars. We don't charge per head, saving you thousands.
- Results driven and achievable assessments.
- Fully measurable standards.
- Money back guarantee if you are not satisfied.

## Retailers Trading At Risk

Special packages are available for January, February and March 2001, as follows:

- One-off consultancy visit, inclusive of report with findings, action plan and follow-up meeting with retailer.....\$600.00
- One-off consultancy visit, inclusive of report with findings, customer service assessment, industry benchmark comparisons, action plan and follow-up meeting with retailer.....\$690.00
- Consultancy visit, inclusive of report with findings, customer service assessment, industry benchmark comparisons, action plan, and on-going follow-up/tracking of retailer's KPI's over an agreed period.....\$950.00
- Any consultancy package above, for 3 retailers in your centre, would be charged at a rate of 2 only.
- Any consultancy package above, for 6 retailers in your centre, would be charged at a rate of 4.
- All prices quoted include GST.

NOTE: These prices do not include travel expenses for retailers located outside of the Sydney metropolitan area.

**OUR PROGRAMS ARE PROVEN.**

**CALL US TODAY ON PHONE:  
(02) 9659-5313, EMAIL:  
[louise.targett@bigpond.com](mailto:louise.targett@bigpond.com), OR  
FAX: (02) 9659-5314.**

Happy Retailing.....

Louise Targett

## BUSINESS PLANNING FOR RETAILERS

It is time to start thinking about business planning for our retailers. Most retailers work by financial year, 1<sup>st</sup> July to 30 June, when setting budgets and annual activities.

Many retailers do not complete a business plan and many that do, actually do not complete it accurately or comprehensively. The retailer may never have been shown how to go about it and the specifics of the detail enclosed.

By helping your retailers to prepare an accurate Business Plan, they will be able to:

- Set timely and measurable objectives;
- Understand trends and where their business has come from;
- Better understand the day-to-day tracking of key performance indicators;
- Forecast more true to life projections for future trading potential;
- Be guided and coaxed into daily and monthly activities by simply working within the plan;
- Set a clear path in order to match both business and personal goals;
- Learn to work with and rely on a detailed Business Plan so that they can continue to develop one year after year specific to the business.

**TARGETT RETAIL TRAINING'S BUSINESS PLANNING WORKSHOP SERIES CAN HELP YOUR RETAILERS IN THIS AREA. IDEAL TIMING IS MARCH/APRIL 2001, LEAVING AMPLE LEAD-TIME TO COMMENCE IMPLEMENTATION.**

**VALUED AT \$1045 PER 2 HOUR SESSION FOR UNLIMITED NUMBERS OF ATTENDEES. THREE SESSIONS RECOMMENDED IN TOTAL, TO COVER ALL STEPS.**

**BUSINESS PLANNING ONE-ON-ONE WITH A RETAILER CAN ALSO BE ARRANGED.**

## TIME MANAGEMENT AT IT'S BEST

Are you currently getting the most out of your day?

With everyone being so busy all the time, it is so very important to be able to better manage your time and your employees time. Saving time saves money. You are guaranteed of greater success in reaching your goals simply by using your time profitably.

If you have the want and the drive, we have the solutions! By adopting some very simple steps, and adapting your systems around them, you will be ensured of personal and professional success, every single day.

Time is free, but only the wise know how to spend it! They say time is money, but unlike money you cannot put it in the bank and save it for a rainy day. You must use your time effectively and convert it into the results you are looking for. We can offer you some proven strategies and techniques that can be applied and benefited from immediately.

TARGETT RETAIL TRAINING'S 3 HOUR SEMINAR IS GUARANTEED TO SAVE YOU LOADS OF TIME, BUNDLES OF MONEY, AND GET YOU TO YOUR GOALS. THIS SEMINAR IS APPROPRIATE FOR ALL STAFF IN ANY WORKPLACE POSITION.

YOUR STAFF WILL LEARN HOW TO:

- DEVELOP STRATEGIES USED BY OUTSTANDING ACHIEVERS,
- DEAL WITH ACTIVITY TRAPS AND ENJOY EACH DAY MORE
- GET YOUR PEOPLE AROUND YOU TO WORK LIKE A WINNING TEAM
- GO BEYOND THE TEXTBOOK APPROACH BY IMPLEMENTING REALISTIC ON-THE-JOB TECHNIQUES,
- ELIMINATE THE STRESSES IN YOUR LIFE WHEN THE HEAT IS ON,
- GET MORE OUT OF EACH AND EVERY DAY.
- AND MORE...AND MORE...

VALUED AT \$2,000 INCLUSIVE OF WORKBOOKS, PENS AND CERTIFICATES FOR UNLIMITED NUMBERS OF ATTENDEES, THIS COST WELL AND TRULY PAYS FOR ITSELF.

## Recent Industry Statistics

The last 20 years has seen the rapid disappearance of a culture that valued staying with one employer for one's entire career. The concept of a "job for life" evaporated during the downsizing era that began in the late 1980's. It was driven by the pace of technology change.

This change has led to the creation of the contract worker, casual employee and "temps". In an ideal world, how long should staff stay with the one employer?

Despite the disappearance of "job for life" there is still a feeling amongst employees that a degree of longevity of service is a good thing.

In the area of retail sales and marketing the following statistics have been compiled by Kelly Employment Services....

- 29% of employers believe that employees should stay with the one company for more than 5 years.
- A further 39% believe 3-5 years is the desirable period to be with one employer.
- A further 16% believe 1-2 years is more desirable.
- 2% advocate employment lasting less than 1 year.

Unfortunately some retailers still believe that there is no point in training their staff, due to the high staff turnover in the retail industry, ie. We train them and they leave shortly afterwards. If a retailer does not train and their staff stay for a period of more than 1 year, the staff member would be considered long-term in this day and age. Therefore, the retailer would have the problem of long-term and untrained staff on his hands. If sales are declining, it's any wonder.

Training in any area of business, for all employees from casuals through to chief executives, is absolutely critical and compulsory in today's day and age. Tip to remember...employees continue to rate job satisfaction according to:

1. Opportunity for advancement
2. Job security
3. Training & Development
4. Professional Challenges, and
5. A good work environment.

# ON-LINE TRAINING

THE HOTTEST NEWS AROUND

This is the delivery of fully measurable, results-driven e-training and learning solutions for enterprises who, until now, have been unable to effectively provide training because of large staff numbers and/or distant branch networks.

All seminars and print material developed by Targett Retail Training can now be adapted for electronic delivery via use of unique multimedia templates.

ALL PROGRAMS ARE RESULTS-DRIVEN, COMPLETELY MEASURABLE ACCORDING TO DESIGNED CRITERIA, USER-FRIENDLY AND NON-THREATENING. GENERIC TEMPLATES AND CONTENT ARE READILY CUSTOMISED TO SUIT SPECIFIC CLIENT NEEDS.

By using these programs, a company – large or small – can reach every employee or staff member in their own time, at home or where ever a screen is available. There are many elements to this training, which are ideal complimented with some live traditional school-room learning and measurable assessments.

There are many elements to this training that we would be happy to discuss with you in more detail.

THE VALUE OF THESE TRAINING MODULES AS AN ACROSS-THE-BOARD DELIVERY SYSTEM FOR CHANGING, DEVELOPING, STRENGTHENING OR REINFORCING ORGANISATIONAL AIMS, DIRECTIONS AND CULTURE IS FAR SUPERIOR TO ANY OTHER METHOD..

## WHAT MAKES TARGETT RETAIL TRAINING DIFFERENT TO THE REST?

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- Workshops, seminars, mystery shopping, one-on-one consultancies, and retailer assessments.
- Unlimited numbers of attendees for all seminars. We don't charge per head, saving you thousands.
- The most cost-effective training package, per participant, available, and even-so, will meet all competitors prices.
- Results-driven and achievable assessments.
- All programs fully measurable, meeting national standards.
- Money-back guarantee if you are not fully satisfied.

Our programs are proven. Call us today on phone (02) 9659-5313, fax (02) 9659-5314 or email [louise.targett@bigpond.com](mailto:louise.targett@bigpond.com)

Happy Retailing....

Louise Targett