

TARGETT'S TACTICS

May/June 2001

Welcome to the next edition of Targett's Tactics

Little things make for perfection, and perfection is no little thing.

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.

In this edition... we go back to basics and tell you who we are and what we do. We welcome a number of new subscribers to this free newsletter, and thought the timing was ideal to really put you in the picture. You see, we don't do things by halves, and hope that you get some value out of each and every edition.

In this edition, we also look at the knowledge economy and learning era that we are now living in, and some tips to help you survive it.

Our distinctive competence is our performance measurement systems, which means you get value out of every training dollar that you spend. Remember that training costs should appear on the Assets side of your balance sheet, rather than as a Liability, or Expense. You see, we believe that learning and financial success are inextricably connected. Therefore, when you invest in our training and learning systems, you get value every time.

Please consider this, next time you are looking at investing in training solutions. And happy reading.....

Remember: With Willingness Comes Success.

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

Happy Retailing.....

Louise Targett

Who we are and What we do

Top cats often begin as underdogs!

The Product: We are proud to announce a retail consultancy and training company. Established in 1999 with around 12 years of retail management experience prior to this business formation. The name behind the product is Louise Targett who drives the delivery.

Areas of Specialty: Retail is our specialty, with a particular slant towards Business Management and Professional Development Skills. This means that if you need a specialist to deal with issues such as:

- Customer Service – measurement & training
- Selling Skills
- Business Planning
- Strategic Marketing
- Goal Setting
- Recruitment and Induction
- Team Building and Staff Incentives
- Coaching, Mentoring, Motivating
- Train the Trainer

The Delivery: This varies to suit your needs. The delivery of this know-how could be in the form of a work-shop, a seminar, workplace assessments, one-on-one or via CD-rom.

Please turn-over the page for more details.....

Our fee structure

Our prices are geared to bringing these services easily within the reach of individual retailers and restricted budgets.

This editions' special offer is a one-on-one consultancy package with any 3 of your retailers for \$1,380.00 inclusive of GST.

For this, they receive a series of visits, customer service assessment, industry benchmark comparisons, comprehensive report of findings, recommendations and action plan.

Turnover time is up to two weeks.

Measure It and Manage It!

We believe that if you can measure it, you can better manage it. And yes, we are talking about the business you are operating, whether it be a large retail centre, a small group of stores, or an individual business.

Our Point of Difference: Targett Retail Training prides itself on fully measurable, results-driven and yet achievable systems.

You see, how do you know if they know? This is always the challenge for any skilled coach, trainer or facilitator. Hence, review, refresh, retest or reassessment are ongoing tools we utilise.

The proof is in the pudding.....

Max DeBree once said "Performance of the group is the only real proof of leadership"

"The only limits are those of vision".

Yoda, Jedi Master, once said "Try? There is no try. There is only do or not do."

Other distinctive competencies that Targett Retail Training can offer you include cost-effective training solutions on a per head basis; money-back guarantee if you are not fully satisfied; and finally, adaptability, flexibility, validity and authenticity in the delivery and structure of our methods.

We are always looking for great training and coaching ideas. But what exactly do they look like? A great training idea has certain qualities that your intuition recognises instantly. You know it when you see it! We trust our intuition to judge ideas against the following criteria, and later, apply logic and analysis to judge if the idea also meets more quantitative criteria. So here's our criteria:

- Utility – great ideas serve a real purpose, they meet a need or create value
- Simplicity – great ideas are pure and clear, sophisticated yet elegantly simple.
- Vitality – great ideas have energy and liveliness all of their own.

We hope you like the Targett Retail Training ideas and systems and would be pleased to speak with you further about them.

This newsletter can be delivered to you on-line via your email, if you would prefer. Please contact me on louise.targett@bigpond.com at any time, with any queries or requests you may have.

Life-Long Learning

The speed of change makes life-long learning essential. As a result, the total world-wide education market is doubling every 6 years – in its trillions!

The people's vote in 1999 confirmed:

- Informal Learning 57%
- Formal Learning 43%

Therefore, as employers, we need to leverage the learning that comes naturally, ie. Learn while you earn concept.

In this Knowledge Economy, it will be those that produce knowledge or generate the production of solutions and methodologies who will be very successful.

At Targett Retail Training we believe that learning is about getting the pieces from all over the place and putting them together to meet an individual's needs. And we try to make it fun; if it's lifelong, let's at least make it exciting!

If you are not learning today, you are not earning tomorrow.

In order to help your business become a learning organisation and therefore a competitive advantage, there are some requirements.

It starts with identifying your business goals. How you choose to achieve these goals can occur in many forms. In-house customised programs can help to change or strengthen company culture and are viewed as a resource, rather than a remedial.

Benefits to your retailers include:

- the portability of the qualification within the retail industry
- the refreshment of some basic techniques and applications
- an upgrade of your current know-how and skills
- improved retailer motivation
- further stability and viability of some retailers
- overall business improvements which could occur in the way of sales growth, visual presentation, customer service standards or management systems.

By the provision of our performance measurement system, you can continually monitor the growth and enjoy the results.



