

# TARGETT'S TACTICS

September/October 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 look at the cost of evaluating training, and the real underlying benefits. Measuring the results of Training and Development initiatives is critical if you wish to gain credibility from your retailers, ie. 'Bums on seats' will only occur at training sessions if you can prove the value of the training to them.

We also look at more effective ways of training via workshops, offering bite-size pieces of information for retailers to digest! Lastly, we investigate retailer audits and whether they are really offering you value for money. Please note the special offer we are offering you for September and October 2001, on retailer audits. The more retailers, the more savings.

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

**Remember: *With Willingness Comes Success.***

**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

## Half Price Training Offer... 4 sessions for \$3,000

As learning is unlimited, it is perfectly reasonable if you often have the desire to want further training. The next issue to address, however, is what type of training and in what subject area?

Quite often training is implemented to address an issue or a series of problems. This workshop series is designed to oversee all critical areas of the retail business, and especially from a customer perspective. The package inclusions are:

- 4 x two-hour interactive sessions conducted by a qualified and experienced workplace trainer.
- All workbooks, handouts and other learning resources.
- Your choice of daytime or evening sessions
- Certificates of Completion for all participants who attend sessions.

The core retail modules are:

1. Customer Service Standards
2. Steps of the Sale
3. Maximising every Sale [adds-on and up-selling]
4. Handling Difficult and Complaining Customers

**THIS SPECIAL OFFER EXPIRES AT THE CLOSE OF 2001, SO DO NOT DELAY IT ANY LONGER. CALL US WITH YOUR PREFERRED TIME SLOT.**

LOOK INSIDE FOR ALL DETAILS ON RETAIL CONSULTING SERVICES AND TIPS ON EVALUATING YOUR TRAINING PROGRAMS TO ENSURE A STRONGER RETURN ON INVESTMENT.

## The Cost of Evaluating Training \$\$\$\$\$\$

The objectives of most training programs can be stated in terms of results to accomplish improved profits, reduced costs, improved quality, reduced accidents, improved customer relations, reduction in turnover, and improved morale.

Many retailers find it difficult to evaluate results because of a problem called '*the separation of variables*'. That is, many factors can affect results, and it is sometimes difficult to isolate the effect caused by the training program. For example, a session on retail staff recruitment, training and retaining may be implemented in order to reduce the high rate of turnover amongst new employees. After the training program has been completed, a reduction in turnover may occur, but it must be proved that the training program caused the reduction in staff turnover, because, other causes may be new employment practices, the tightness of the labour market, seasonal periods, or recent wage increases.

There are many effective formulas. The key is the apply the same formula time and time again so that comparisons are 'apples to apples.'

Some factors applied in a formula, when evaluating training, could be:

- the training value,
- duration of training effect,
- number of retailers trained,
- impact of the training program, and
- monetary value of the impact.

One word of caution: Be sure that the cost of evaluating is worth the possible benefits. If programs are expensive and will be offered many times, it is worthwhile to spend time and/or money to evaluate them. If they are offered only once or twice, attempted evaluation of results may not be practical.

Targett Retail Training is proud to boast fully measurable, results driven training programs and assessment procedures. They can be implemented in the form of traditional schoolroom learning methods, self-directed study, workshop series, one-on-one, or on-line learning [via CD rom]. We would be pleased to assist you in this area.

**The bottom line is closer than you think!**

## Retail Audits - Are they all they're cracked up to be?

We all dream of having an endless budget that can afford to offer a retail audit for every retailer, on an annual basis. But the key is value for money, even if you did have the budget for this dream!

So what is a retail audit? It simply means that a retail professional is employed to visit the retailer, look at the business from a customer's perspective, and document recommendations on ways to further improve the business.

The consultant initially should be looking into such areas of the business as, the legal usage of the site according to the lease, the target market, the drawing power of the business, the competition. Eventually the consultant will look more specifically into the business, at areas such as store layout, visual merchandising of product lines, product assortment, product depth and breadth, buying habits, level of customer service, store marketing and promotions, store ambience, store image and branding, and of course, the financial return on investment.

*"Retail planning is only the key to success if the planning is channelled in the right direction. Too often retailers have plans and dreams but fail to document them, follow them through, or monitor them to ensure their delivery."*

It is difficult for Centre Management to keep a focus on every single retailer on a regular basis. Hence, some retailers slip into the 'trading at risk' category. Some benefits to Targett Retail Training's auditing procedure are:

- A one-week turnaround rate guarantees fast, effective feedback increasing your retailer's chance of growing the business.
- A one-page summary action plan is also provided as a sum up and 'where to from here' guide for the retailer to follow.
- More effective and measurable results, considering coaching is intensive and immediate.

Special offer: The more retailers, the more savings! \$990.00 for consultancy visit inclusive of report with findings, recommendations, action plan and meetings with ONE retailer.

\$1,200 for TWO retailers, and \$2,400 for FOUR retailers. Remember: the more retailers, the more savings!