



## Welcome to the last edition of Targett's Tactics for 2002

*It's not the cards, it's the way they are played.*

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.

**For an e-version of this newsletter, simply contact us at [info@targetttraining.com.au](mailto:info@targetttraining.com.au) so that we continue to send you this publication as an e-newsletter. This is a free bi-monthly publication.**

In this edition we have reinvented the popular seminar 'Minimise Theft in the Workplace'. All the very latest statistics and tactics are included for your interest and application.

It's time to also look at your own personal skills, and how you perform in your workplace. If delivering powerful presentations and training others is part of your daily duties, turn over the page for more details.

And finally, our leading story sadly reports that the fall in employer training has affected our work standards. If this is occurring in your workplace, it's time to identify where the performance gap is and set a staff development strategy. We would be pleased to assist you in this process, and offer advise where appropriate.

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

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Wishing you a successful Christmas trading season.

Kind Regards

Louise Targett

## Fall in employer training affecting work standards

The growth in casual and contract workers is seeing a fall in employers' contribution to training and education, reducing the number of high skilled retailers, a new study has found.

**This normally leads to a gradual decrease in customer service standards, and then alarm bells ring when our sales plummet.**

The study, released in June 2002 by the University of Sydney's research and training organisation ACCIRT, is encouraging employers to get the most out of their employees by introducing a cost to them or an incentive scheme whereby they don't lose if objectives are met. In this way, standards remain high and sales are at least maintained.

The most alarming results were:

***"The least informative but consistently the most likely form of on-the-job training that employees would participate in was 'teaching self'", says the report. "This calls into question the very use of the term 'employer provided training' as the majority of workers were in effect training themselves."***

The government is supporting this by paying you as the employer or manager, to participate in this training. If you gather a group of your employees or retailers who are willing [and eligible] to complete Certificate II, III or IV in Retail Operations, there is great financial incentive....

▶ \$1,375 per employee.

▶ \$1,375 if employee progresses from Cert II to either Cert III or IV level.

▶ \$1,650 when a program is completed at Cert III or IV level.

▶ and some other incentives we would be pleased to advise you of.

## Group Training Sessions assist learners through the process.....

A series of on-site group training sessions covering all critical subject areas, brings participants together and reinforces their learning. This is an offer too good to refuse. Contact us for all details.

## Movers and Shakers

### When your image counts

Have you ever wondered how some people can walk into a room, and everyone stops and takes notice? Many of us think that people like that have an extra charisma chromosome. But the truth is that stylish, attention-keeping people are often very aware of all the factors that make them impactful. They usually have spent time practising, too, so it looks like it just happened, almost like magic!

It is virtually impossible to read someone's appearance, body language, vocal patterns and so on as being neutral; we usually have an opinion. This is the silent language of business. Sadly, very few people are competent at speaking this silent language. Ask yourself: what message does my image send to the world? Here are a few do's on creating that personal impact:

- Be consistent and make an effort every day. Look good everyday and you will notice the effect on your self-esteem and on your impact with others.
- Dress for the position you want, and not necessarily the one you already have.
- Dress equal or better than your clients/customers. Continually signal to them that you have something valuable they need.
- Use posture, gestures and other non-verbal communicators to signal confidence and enthusiasm.
- Take a can-do attitude that signals ownership and accountability. Your attitude has enormous energy and is transmitted to others in seconds.
- Set goals that make a statement about who you are and what you believe in. Be determined in working toward those goals, as if you don't believe in yourself, other won't either.
- Consider your tone of voice, volume and choice of words. These could make a massive impact on those you interact with.

### **Are you a manager training staff and/or making presentations with your work?**

Certificate IV in Assessment & Workplace Training will set you on the path to powerful presentations, structure, planning and confidence in training others and confronting an audience.

**Enquire today about our flexible learning options.**

## Minimise Theft

### Seminar Now updated

The purpose of this training is to provide retailers with the knowledge and skills required to maintain a secure workplace. The focus of the workshop is on:

- ▶ The elimination of financial and economic loss caused by fraud and malpractice.
- ▶ Store layout and site lines
- ▶ Auditing and stocktake procedures
- ▶ Forms of shrinkage
- ▶ How to handle a hold up, threat or armed intrusion
- ▶ How to handle a customer theft situation
- ▶ Credit card fraud
- ▶ How to recognise and respond to suspicious behaviour by people in the store
- ▶ How to reduce the risks of theft, including during point of sale transactions, when they are usually at their busiest. It is important that the retailer already has an understanding of their stores' internal point of sale system, along with details on how to complete cash and credit transactions. This section also covers the use of security measures for deliveries, responding to and reporting store theft, and protecting other property.

During the training, participants learn to analyse and organise the information about the security arrangement in their store, and this becomes quite a challenge if there are no store policies or guidelines already in place.

**This unit forms part of the nationally recognised competencies within Certificate II in Retail Operations, and therefore offering staff a credible Statement of Attainment upon completion.**

This training package includes:

- A 3-hour workshop delivery
- Interactive retailer participation throughout
- Unlimited numbers of participants
- Participant workbooks and pens
- Accredited Statement of Attainment for each participant to complete the workshop requirements

**The introductory price of \$1,650.00 including GST is available for a very limited time.**