

TARGETT RETAIL TRAINING

"With willingness comes success"



January / February 2003

Welcome to the first edition of Targett's Tactics for 2003

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 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 focused on **must haves** for 2003. Each business must have a Business Plan in place, so that we have a path to take in order to achieve our goals. Business Planning workshops are the easiest way to ensure every business owner develops their own business plan. See page 2 for details.

Frontline Management is critical in today's day and age, with managing people issues in the workplace day to day. This is a very popular qualification and mandatory for any team leader or manager.

Finally, measurability is the key to profitability. We pride ourselves on forms of measurement for each and every form of personal or business development package. Visit our website for more details, or please contact us at any time.

Remember: *With Willingness Comes Success.*

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WEBSITE: www.targetttraining.com.au

Wishing you a buoyant and lucrative new year.

Kind Regards

Louise Targett

If you cannot measure it, you are throwing away good money

Promotions such as flyers, magazines, press advertising and on site entertainment, may all look good, and impress shareholders, employers, or the like, however, are they bringing in the results to substantiate the cost of the event? Have you measured the results in terms of return on investment? This also goes for school holiday entertainment, fashion parades or other VIP events.

Alternatively, if some of your budget was allocated towards staff/retailer training and development, very specific measurable goals can be set, return on investment can be analysed, and you are seen as a champion by your superiors.

Invest in the future of your retailers, grow their sales, and as a result, increase the capital value of the property.

Retailer training and development packages include:

- ✓ Personal development options such as Staff Coaching, Performance Appraisals, Time Management, Motivation and Goal Setting.
- ✓ Customer Service and Sales Training Workshop series
- ✓ One-on-one audits and action plans
- ✓ Business Planning workshop series.
- ✓ A selection of retail modules such as Minimise Theft in the Workplace, Handling Difficult and Complaining Customers, Retail Merchandising Principles and Practices.

Targett Retail Training offers.....

- ▶ Fully measurable systems
- ▶ Money Back Guarantee if you are not totally satisfied
- ▶ Nationally Recognised Qualifications
- ▶ Customised Packages
- ▶ Both Experienced and Qualified Trainers

Please call us, or visit our website, for more information on any of the above services.

Give your retailers some direction

Set them on a path to growth and prosperity, with Business Planning. Remember, “it’s not the cards, it’s the way they are played”.

The business plan is a once a year opportunity for management to objectively review its core business and the surrounding marketplace. It is also an opportunity to unify efforts for management of the business, into an agreed direction.

It enables a business to work out a strategy in order to bridge the gap between its existing market share and forecast market share by considering the external forces surrounding the business and applying distinctive competence relative to other competing companies, products and services already available.

Stages in the lifecycle of the business are recognised and measured against benchmark averages so that performance evaluation can be conducted with the overall goal being further growth. **Long term goals must be identified via strategic and sound business planning principles and performance measures. The ultimate goal of this training is to give each and every business manager the tools necessary to make their business more successful.**

With many retail businesses operating under calendar year arrangements, it is ideal and timely to consider business planning now, whilst the year is just beginning. Others under financial year arrangements have a little more time to gather their information and set their strategies, before inception in July.

Business planning can take place in a one-on-one format, or even more popular and cost effectively, in a series of group training workshops. It is recommended that a minimum of 3 workshops take place in order to cover each step of the process in ample detail. 2hr workshops are \$990.00 each inclusive of learning materials and experienced trainer.

By completing this training, exemptions can be gained towards Certificate IV Business [Small Business Management and Diploma Business [Strategic Management] of which we can assist you through the entire process to complete these qualifications. You may even qualify for the government funded Traineeship Program. Contact us today for more details.

Frontline Management - mandatory skills for 2003

Refining your personal skills, emotions and attitude in the workplace.

Frontline Management is a unique management assessment and development process that will result in participants achieving a nationally accredited management qualification.

This strategy enables employers to develop the competencies of employees in the workplace. These competencies are assessed on the job and recognised with a formal qualification. The frontline management strategy is different to any other qualification; it is innovative because it locates learning in the workplace, which empowers businesses to make their own decisions about ways to improve frontline management competence.

The benefits:

- ▶ **We come to you, at a time that suits you**
- ▶ **No exams**
- ▶ **On the job learning**
- ▶ **Personal intuition: small groups or one-on-one**
- ▶ **Participants work at own pace**
- ▶ **Nationally accredited qualification**
- ▶ **Both experienced and qualified trainers**

Learn how to.....

1. Lead and develop work teams
2. Develop personal work priorities
3. Show leadership in the workplace
4. Manage effective workplace relationships
5. Monitor a safe workplace
6. Implement operational plans
7. Co-ordinate implementation of customer service strategies
8. Implement continuous improvement.

Group or one-on-one training sessions are always encouraged to support the learning and are priced at \$1,100 each with a minimum of 4 required to cover all competencies, plus learning resources at \$300 per participant. This represents less than half the price of our competitors!

You may wish to take advantage of the government funded Traineeship Program, to complete this qualification. As the employer you are entitled to receive between \$3,025 and \$4,400 in funding per participant, if they are eligible.

For more details and bookings for 2003 please contact us as a matter of priority, on 9659-5313.