



Welcome to the next edition of Targett's Tactics

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 learning in a busy environment where time restrictions are upon us. Over the page we have recommended a series of workshop sessions covering a broad range of topics, as one complete package for the year.

Alternatively, you may like to consider the benefits of one-on-one coaching with store owners/managers for far greater results. This format includes formalised written reports, recommendations, customer service audit and action plans.

And what about yourself? Have you considered upgrading your own qualifications. Now is your chance, whilst we are throwing it in, for no additional cost, with every workshop series booking.

Visit our website for more details, or please contact us at any time.

Remember: *With Willingness Comes Success.*

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Happy retailing.

Louise Targett

Learning in a 15 Minute World

There's a degree of passion in every great business decision.

If you are serious about growing a better business, individuals and teams need to learn smarter. Whatever your business goals, you need a game plan to open hearts and minds to better learning, grow competitive advantage and ensuring lasting success. Without this capacity you will struggle to make the necessary

A very special offer for all shopping centre and store managers

Receive over \$10,000.00 worth of training or audits for \$6,550.00 [plus GST]

Your Training Commitment for 2003
Take advantage of one of these packages.....

PACKAGE 1:

- ✓ 6 x 2 hour workshop sessions covering a range of topics from hard core sales training, through to leadership training, merchandising skills, minimise theft and food hygiene/handling practices.
- ✓ All inclusive of participant workbooks, pens, highlighter, training aids and certificates of attendance for up to 40 participants
- ✓ Can be scheduled weekly, fortnightly or monthly at your discretion.

PACKAGE 2:

- ✓ 1 comprehensive retail audit per month for 6 months, with any retailers of your choice, inclusive of store visit, detailed report with recommendations, customer service assessment, time-line action plan, and two complete bound copies.
- ✓ Plus 1 bonus audit, again, your choice of retailer.
- ✓ The audits may be scheduled 2 per month, 1 per week, or at your discretion.

Imagine viewing your Sales Analysis each month and having the flexibility of choosing stores trading at risk and having a professional audit conducted, or training sessions, in order to set them on a path to growth and prosperity.

Reach your target today, contact
Targett Retail Training. (02) 9659 5313

Australia's largest shopping centre specific retailer training organisation with all trainers being highly skilled and experienced. We offer a full money back guarantee in support of this.

Your commitment to this very special offer is valid only until 30 April 2003.

Receive your Certificate IV in Frontline Management FREE* for every Retailer Workshop Series

Have you every considered upgrading your own personal qualifications or knowledge in a specific area? Now is your chance to do it, at no cost to you or your business budget.

You have the choice of completing Certificate IV in Frontline Management, Certificate IV in Retail Management or Certificate IV in Business [Small Business Management]. We supply you with your learning manuals, assessment tasks and a series of one-on-one training sessions. In return, you will receive a very credible and nationally recognised certificate of completion once you have met all requirements.

* All you have to do is book a group of staff or retailers in to one of our workshop series [minimum of 4 workshops] where we come to you with a highly energetic series of 2 hour sessions on relevant retail topics, participant manuals and certificates on completion, for one defined price.

Workshop topics are broad and include:

- ✓ Merchandising principles and practices
- ✓ Steps of the Sale
- ✓ Maximising Every Sale [add-ons/upselling]
- ✓ Customer Service Standards
- ✓ Handling Difficult and Complaining Customers
- ✓ Show Leadership in the Workplace
- ✓ Develop Teams and Individuals
- ✓ Manage Work Priorities
- ✓ Goal-Setting and Team Coaching

Workshop sessions are normally spaced weekly, fortnightly or monthly, [your choice] to assist the participants in digesting the information in bite-sized pieces.

Here are the costs.....

4 x 2 hour workshop sessions \$5,150.00
5 x 2 hour workshop sessions \$6,250.00
6 x 2 hour workshop sessions \$7,350.00

Simply choose your workshop topics and contact us today. Improve staff skills and knowledge as well as your own.

Note: All prices quoted throughout this publication do not include travel expenses outside Sydney.