

TARGETT RETAIL TRAINING

"With willingness comes success"



November / December 2003

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

The secret of happiness is not doing what one likes to do, what liking what one has to do.

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 have focused on in-house training versus outsourcing. There is a huge range of fundamental issues to consider when making training decisions because increasingly there is pressure on all managers to achieve more with less in every area of business. With most managers acutely aware that training these days must be result-oriented, the question is often asked as to whether training should be carried out in-house or provided by outside suppliers. We hope this review assists you in making your decision.

Then of course there is the option of one-on-one coaching. Mini-audits do just that on a per store basis, working with store owners on the very specific issues driving the business.

Enjoy the read, and the word puzzle over the page. Send us your answers fast, as the first 5 people with correct answers will win a double pass movie ticket.

Remember: *With Willingness Comes Success.*

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For an e-version of this newsletter, simply contact us at info@targetttraining.com.au

Wishing you a successful Christmas trading season.

Louise Targett

Mini Audit are back!

Do not fear going forward slowly, fear only to stand still.

Is it possible that in this competitive world of retailing there are businesses out there that are trading at breakeven point, with enormously high occupancy costs and commitment to a lease.

We hear this story time and time again, for businesses of many varying usages. A form of one-on-one coaching is the most effective way of gaining a motivated team and results, fast!

We work in a store, one-on-one with the manager or owner with the intention of growing the sales. Standards are introduced or existing ones are improved. Goals are set and forms of measurement are confirmed. Product width and depth is revisited and operational systems are monitored. Customer service is measured and merchandising standards are reviewed with recommendations made.

With the commitment of the store owner or manager, the results are normally phenomenal over a short period of time.

If your budget is stretched and you are looking for something not unlike this process, however you have a number of retail stores you are wanting results from, consider our mini-audit format. One to two hours is spent in each store, with up to 6 stores visited per day. Feedback is instant, on site. Recommendations are documented in an easy to follow point-form format.

At only \$250.00 plus GST per store (a minimum of 4 stores required per location) this is a very cost effective solution to your problems.

Contact us today for more details.

The NEW Human Resources Handbook is NOW AVAILABLE.

Over 150 full colour pages with everything you need to know about working with others, dealing with delegation, employee conflicts, better time management, on the job coaching, motivating your team, conducting performance appraisals, and a whole lot more. Each manual comes complete with module outlines, summaries and module assessments.

For \$290.00 plus GST order your copy today.

In-house v's outsourcing staff training needs

You can lead a horse to water but you can't make him drink!

No matter where the training is offered and who presents it, some of the fundamental issues that surround training decisions are:

- determining how much money and resources are required to run one of multiple training programs
- identifying what has worked in the past and what has not, and why
- detecting problem areas

Assess the impact of alternate delivery options and potential risks.

There are specialists geared up to help businesses in managing training budgets and resources, measuring the impact of training on the bottom line as well as identifying ways to reduce costs while improving productivity.

The focus for all managers has to be on helping to maximize the impact of training activities. Although the objective of training is the development of skills, competencies and behaviours, what counts are the resultant changes in performance required by the organisation to meet its goals.

Programs can be designed to maximise the impact of the total training investment and can be customised to fit individual company needs.

Possibly the most telling component that is essential for ongoing training success is an organisational culture in which there is respect for all individuals and a willingness to share knowledge and expertise openly.

The development of employees at all levels can be encouraged through supportive human resource practices, such as providing training and learning opportunities for all workers rather than just a selected group, promotion opportunities within the organisation and individual performance feedback.

Linking training programs to the strategies of the business, by conducting a training needs analysis from time to time, can help to ensure the relevance of training to individuals and corporate objectives.

Maintaining a competitive advantage

Most people die with the music still locked in them!

Where the training offered by an enterprise is focused on maintaining a competitive advantage through increasing efficiency in production, developing innovative solutions, products or services or improving customer service, it has a better chance of making a difference for participants can easily recognise its usefulness.

Similarly, where training is related to current work practices, it becomes more relevant to individual workers and therefore they have more motivation to learn.

Where external providers are engaged to carry out the training, it is obviously essential to work closely with them in order to develop programs and learning materials to meet the needs of the staff.

So if you are confused with which way to go, in-house or out source, here's something to consider....

Cert IV in Frontline Management. This qualification will give your staff the skill and knowledge to lead by example, work with others effectively, delegate to team members, coach others in the workplace, prioritise their work responsibilities, mentor to others, and a whole lot of other key professional development issues we are forced to deal with day to day in the workplace. The program is structured to suit you, and is conducted in your workplace. This qualification is a must for all managers, so please contact us for more details today.

Word Power Puzzle

Congratulations to Yasmin Beddall, Village Centre, St Mary's for working out the Word Puzzle in the last edition of Targett's Tactics.

This month's quiz is....

Each of the following is a country with just the alternate letters shown. When you have solved them arrange the initial letters to find a twelfth country.....

? A ? A ? U ? Y	? T ? I ? P ? A
? E ? A ?	? E ? O ? H ?
? O ? A ? D	? E ? E ? A ?
? A ? I ? T ? N	? N ? O ? E ? I ?
? S ? R ? E ?	? O ? D ? R ? S
	? C ? L ? N ?

Email your 12 countries to Kerry at info@targetttraining.com.au and if you can tell us the 11 countries and the anagram we will send the first 5 people a double pass movie ticket to a movie of your choice.