



Welcome to our Winter edition of Targett's Tactics

We're celebrating our 5th birthday!

Our 5th birthday celebrations continue in this edition, with more information, more advice and more special offers. This free newsletter is produced bi-monthly to keep you informed of the latest ideas, techniques and services available to provide service beyond your customers' expectations, each and every time.

Over the past 5 years we have worked with over 1200 retailers, retail chains and shopping centre owners. We are a wholly Australian owned company and provide a 100% money back guarantee on our services.

Our clients have told us...

"The training was professional, relevant and practical. The response from retail staff that attended the training session was excellent."

"A very enjoyable course, and something that we can apply on the job every day."

"Thank you for opening our eyes to logic behind the standard. Now it's clear, it makes it so much easier to apply on the job and gain compliance from our team."

Thank you to all of our customers and subscribers. We look forward to keeping in touch with you over the next 5 years and beyond.

Remember: *With Willingness Comes Success.*

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

Louise Targett

Identify and Develop Effective Leadership

Most people die with the music still locked in them!

Effective leadership and organisational growth go hand in hand. But how do you achieve and maintain effective leaders?

10 Self-Check Tips to get you started...

(as adapted from S.Cornally of Leading People).

1. Know yourself and your strengths and weaknesses.
2. Know the purpose of your leadership - is it meeting a personal need?
3. Know your domain holistically
4. Create clarity, focus, and simplicity.
5. Strive for capability amongst your team.
6. Be fully present by really listening to your team.
7. Ensure enlightenment in everything you say and do and match these with the needs of the people you are leading.
8. Establish and maintain standards while being fair and consistent so that the challenges we set lead to results.
9. Build bridges of understanding so that your team can succeed.
10. Face reality and deal with it – take full responsibility for the results, honour your intentions and consider how you could improve next time.

Do you need assistance in meeting these needs? How about a nationally recognised qualification that will give you the skill and knowledge to lead by example, work with others effectively, delegate to team members, coach others in the workplace, prioritise your responsibilities, mentor to others and other key leadership development issues.

Qualification options:

- Certificate III in Business (Frontline Management)
- Certificate IV in Business (Frontline Management)
- Diploma of Business (Frontline Management)

Our 5th Birthday Special Offer

Receive any one of the above qualifications at NO COST TO YOU with every booking of 4 (or more) others in your workplace, priced at \$1,650 per person plus GST (includes 8 x 2hr workshops in your workplace, learning manuals, assessment materials and certification).

Customised Learning Materials for no additional cost

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

Targett Retail Training has an exhaustive range of learning materials that can be readily contextualised to suit your staff, retail group or business managers.

Because we are able to supply them as "off the shelf" materials, we are able to pass the savings onto you. Your budget will thank you for it!

Simply choose the topic areas that you wish to focus the training on, and create your own packages. Here's our top 20 to get you started.

1. Customer service strategies and standard expectations
2. Selling in terms of benefits
3. Add-ons, up-sells and cross-sells
4. Steps to planning your business
5. Visual merchandising practices
6. Steps of the sale
7. Marketing and advertising planning
8. Staff recruitment, training and retaining
9. Handling difficult and complaining customers
10. Goal setting
11. Getting the most out of others
12. Coaching/one-on-ones
13. Employee conflicts and grievances
14. Motivation
15. Time management
16. Minimise theft in the workplace
17. Managing quality customer service
18. Manage effective workplace relationships
19. Implement and monitor continuous improvement systems
20. Facilitate and capitalise on change and innovation.

All workshops are approximately 2 hours in duration and cost only \$990 each (plus GST), including learning manuals for up to 30 people. Contact us today with your preferred dates and topic interests.

Top 10 Tips to Grow your Business

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

1. Smile – you're in the people business, so this is not negotiable.
2. Break the rules with your opening line – ditch the "How are you today?" and be a little more original.
3. Qualify the customer's needs – ask them rather than assume.
4. Take the time to listen to the customer and respond accordingly.
5. Sell in terms of benefits – never facts and features.
6. Don't be afraid of objections – find a solution.
7. An add-on or up-sell is a mandatory service to the customer.
8. Ticketing act as silent salespeople – a critical component to every business.
9. Never under-utilise a hot spot – it equates to thousands of lost sales.
10. Maintain a consistency with all store standards – consistency is the key to success.

If your business does not have a logical and researched business plan in place, it's not too late. The business plan provides an evaluation of the current situation and sets realistic and measurable objectives, supported by detailed strategies and financial budgets. If you can't measure it, you can't manage it, therefore an evaluation process will also be established so that there are performance standards using relevant key performance indicators.

We can assist with your business planning in a series of one-on-ones sessions.

Commencement time....immediately. Don't put off today what should have been done yesterday. Contact us today and we will be pleased to supply you with an obligation-free quote and supported by our 100% money back guarantee. Discount rates available for retail groups of 5 or more.