



Welcome to a very special edition of Targett's Tactics

We're celebrating our 5th birthday!

It's been 5 years since our first publication of this free newsletter 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

Performance measurement at its best

For things to change, first I must change!

Coaching is one of the four emerging trends of today. The value of coaching is best measured in the workplace – within organisations, as it impacts on the bottom line and other business goals.

A study of 35,000 managers in Australia and New Zealand found their leadership style is oriented towards either a fear of engagement and denial of responsibility or an aggressive command and control approach. Neither style is associated with achieving company goals and developing good staff relations.

Effective coaching is that which occurs within an obvious context of a shared vision, and mutual understanding of corporate objectives, organisational values and performance indicators over the long term.

This is where experienced trainers can step in as performance consultants. In helping managers overcome any discontent and show them how to become effective coaches, trainers become performance consultants by improving business productivity.

Coaching is not simply 'giving advise'. Good coaching fosters good leadership, as people acquire a mindset, communication skills and values that will help build partnerships and commitment to the organisation's goals. Aligning business outcomes with employee needs, while addressing their performance imperfections via the activity of coaching, gives leadership meaning and challenge.

The study* found that business units were 50% more productive, had a 13% lower employee turnover, were 44% more profitable and had a 50% better level of customer satisfaction. * Study by The Gallup Organisation

Our 5th Birthday Special Offer on Retail Audits

One audit inclusive of coaching session, follow up, report of findings, recommendations and action plan ...\$850 plus GST
Three store audits.....\$2,125 plus GST
Six store audits.....\$3,950 plus GST

Training packages designed per category....

Choose the package that's ideal for you and your team. It's that easy.

Food themed Courses

Workshop Food Series:

1. Food Hygiene and Handling
2. Maximising Add-on Selling in a food-based business
3. Merchandising for Food Operators

Accredited Courses:

1. Certificate II Retail Operations – food selling stream including 'Apply Food Safety Practices'
2. Certificate III Retail Supervision – food selling stream including 'Monitor Food Safety Program'



Fashion themed Courses

Workshop Merchandising Series:

1. Merchandising Principles
2. Merchandising for Profit
3. Managing Store Inventory

Accredited Courses:

1. Certificate II Retail Operations – including 'Merchandise Products' and 'Advise on Products'.
2. Certificate III Retail Supervision - including 'Maintain & Order Stock' and 'Co-ordinate Merchandise Presentation'



Self-Serve, Service and General Retail Courses

Workshop Sales and Services Series:

1. Preparing our store and staff for the customer
2. Steps of the sale
3. Add-on selling
4. Handling difficult and complaining customers

Workshop Frontline Series :

1. Minimise Theft in the workplace
2. Visual Merchandising principles and practices
3. Organise work priorities
4. Contribute to effective workplace relationships

Business Owner and Manager Courses

Workshop Management Series:

1. Develop Teams and individuals
2. Business Planning
3. Manage personal work priorities
4. Staff recruitment, training and retaining
5. Marketing & Advertising for retailers

Accredited Courses:

1. Certificate IV in Business (Frontline Management)
2. Certificate IV in Retail Management
3. Certificate IV in Business (Small Business Mgmt)
4. Diploma of Business Management



No Budget? No Worries

Your staff could qualify to participate in on-the-job learning under the Australian government funded traineeship scheme. As an employer you can receive up to \$6,500 per staff member and we take care of their training and the paperwork for you. The income you receive could be put towards training those staff members who do not qualify. Goal: a fully competent team with no \$\$ out of your pocket.

More details are available on our website at www.targetttraining.com.au



Price Options

All workshops are 2 – 2.5hrs in duration and are inclusive of training by highly qualified retail experts, workbooks, pens and certificate on completion for \$990 each plus GST (minimum of 3 sessions in a series). Accredited courses can be completed via a series of one-on-one sessions, group workshops, distance learning or RPL/RCC (recognition of prior learning and current competencies). Our prices are very competitive and we provide flexibility, that is, we can deliver the training in your home or workplace. Please contact us with details of your needs and we can provide you with an obligation free costing.