



Welcome to the final edition of Targett's Tactics for 2004

With Willingness Comes Success!

The Christmas rush is about to begin...are you prepared? Here are 3 tips to get you started:

→ 80% of your sales are most likely coming from 20% of your range. Identify which 20% and ensure you have ordered more than last year's supply.

→ If you have forecast an increase in sales compared to last year, have you rostered on more staff to close the sales and service the customers?

→ Hang your Christmas decorations immediately after Melbourne Cup day, to act as an early reminder to customers. Ensure they are truly magical, otherwise you are wasting your time!

In this edition we offer more tips, 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.

Note: If you refer us to another business, we will give you 20% off your next booking. It's really simple...ask and you shall receive!

We would be pleased to discuss any of this with you further, and welcome calls and emails anytime.

Remember: *With Willingness Comes Success.*

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Happy Christmas Retailing

Louise Targett

Top 10 Tips: To be a first-rate manager this Christmas

Confusion means that you've come to the end of all the information that you know, and you're on the verge of a breakthrough. - Iyanla Vanzant, Starting Over

1. Acknowledge your staff

Don't let the opportunity to praise a piece of good work go by.

2. Never, ever, humiliate anyone on your staff team

Make sure you keep your cool, especially in public. Staff will hold a grudge against you, and their work will suffer too.

3. Create a culture where mistakes are OK

If you don't make mistakes, chances are you are not stretching yourself.

4. Remember personal details

Take time to get to know your staff. Be interested in them as people, not just as workers.

5. Don't hide behind your position

Be human and friendly with your staff - you will all be able to support and encourage each other.

6. Be approachable

Allow your staff to feel that they can come and talk to you about sensitive issues, and that you will respect them for this.

7. Admit your mistakes

Your staff will respect you more if you are able to admit your mistakes, and then set about sorting out a solution.

8. Listen in such a way that your employees will talk to you

Show people that you are willing to listen to what they have to say, that they are important and worthy of your time.

9. Be clear in your requests

Communicate clearly, ask if people have understood what you are asking for, and follow up.

10. Treat everyone respectfully and courteously at all times

A manager is only as good as how she or he treats the people on her or his team.

- Adapted from Aboodi Shaby, Professional Coach

The Lifetime Value of a Customer.....

The Average Purchase Value

X

The Number of Times They Buy From You in a Year

X

The Number of Years They are Likely to Remain Your Customer

Do the sums....does it stack up for you?

IntroducingThe 20 Point Coaching Tool

People ask you for criticism, but they only want praise. - Somerset Maugham

Have you paid for staff training and cannot yet see results? Maybe this is because your staff are not demonstrating what they have learnt on the selling floor.

We can coach your staff to deliver at the required level, using our SUCCESS formula 20 point coaching tool. Contact us today and you will see immediate results.

Q & A's

This is a new segment where we have included some recent client questions and our responses. You may share similar concerns....

Q. How do the retail audits work? Alan Baynash from Sydney Airport Corporation Limited.

A. Retail audits are a form of one-on-one coaching where we work with the retailer at a time that suits them. Evaluation is via observation and questioning predominantly. The store is evaluated against a specific 8-point strategy, and includes store and staff appearance; merchandising standards and store layout appropriate to the product range and shape of store; merchandising depth and width in range appropriate to the target market; pricing strategy versus value and quality of range; customer service standards; general store marketing; image and branding in the marketing; competitor analysis and store viability.

The report is detailed and specific according to the criteria above, and supported by recommendations as improvement requests and an action plan priority list to encourage the retailer to implement the changes.

Q. How do we get the store staff to attend? Louise Train from Lend Lease.

A. Once the memo goes out to them, you need to follow it up, with store visits or phone calls to explain the benefits of the training. You could also offer incentives such as the first 20 to book in receive a complimentary breakfast upon arrival.

Q. How do we get our staff to apply what they have learnt? Cathy Whelpton from Pets World.

A. There is only one answer for this one...follow-up, follow-up, follow-up! An on-site team manager should be leading by example and encouraging staff on a daily basis. We could assist you here, with our 20 Point Coaching Tool (see above).

The new revised Frontline Management Initiative

Character is made by what you stand for; reputation, by what you fall for. - Robert Quillen

Do your staff know how to do their job tasks but don't know how to be effective? Are they keen to learn and move up to a management position? Your team members may need training in some or all of these areas...

- ◆ Promote team effectiveness
- ◆ Implement effective workplace relationships
- ◆ Implement operational plans
- ◆ Implement workplace information systems
- ◆ Implement continuous improvement
- ◆ Monitor a safe workplace
- ◆ Promote innovation and change
- ◆ Develop work priorities
- ◆ Develop teams and individuals
- ◆ Coordinate implementation of customer service strategies

Any or all of these units can be delivered in a workshop style of training and followed up with a workplace-related assessment task. Each unit completed goes towards a nationally recognised qualification. We have an Adopt/Adapt strategy that provides easy on-the-job application.



FREE WORKSHOP SESSION.....

Receive a free 2-hour session on any of the above topics for every booking of minimum 3 others in a series, for up to 20 participants. Your sessions could be held fortnightly, weekly, or over consecutive days.

Includes workbooks, pens, assessment tasks, equipment requirements and issuing of certification, all for \$5,990.00 plus GST. This represents amazing value at less than \$300 per person*. This offer is strictly limited and must be used by 28 Feb 2005.

Nationally recognised training and qualifications for this price is unheard of, so act now by contacting us with your preferred dates.

* this price for a group of 20 participants