



Welcome to the Spring edition of Targett's Tactics

With Willingness Comes Success!

It's time to prepare for the silly season so our focus is on the customer and on maximising every sale.

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.

- ✓ Did you know that we offer a 100% money back guarantee if you are not satisfied with any of our services?
- ✓ Did you know that our systems and standards are 100% Australian.
- ✓ Did you know that we have worked with over 1200 retailers, retail chains and shopping centre owners?
- ✓ Did you know that we can assist you with nationally recognised qualifications in Business Management, Strategic Management, Frontline Management and Retail Management?
- ✓ Did you know that we work very closely with the National Retailers Association?
- ✓ Did you know that we can measure the success of every staff development program via various methods?

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

Louise Targett

10 Tips for Effective Merchandising

It's not what you say, it's how you say it!

1. Attract your customers' attention and hang onto it.

Your windows should gain your customers' attention and pull them in. The displays and ambience inside the store must keep them engaged and interested.

2. Create "come hither" displays.

Produce several focal areas with groupings of merchandise, related props and harmonious colours. Lead customers from one display to the next, from the front door to the back wall.

3. Bring the merchandise to life.

Convey the setting in which the product is to be used by demonstrating its benefits.

4. Showcase your favourite merchandise.

Display it prominently and use strong signage.

5. Show them the whole package.

Display accessories and add-ons next to or adjacent to the main items. Make it easy for the customer to shop.

6. Highlight the human factor.

Play up the human factor in your store; it's the difference between average and excellence in service.

7. Communicate with colour.

Use colour and colour contrasting to increase the impact of your message.

8. Staff tuned-in to your customers

Make things easy for them to access, prices easy to locate, merchandise categories easy to find.

9. Make shopping fun.

Add a little humor to your displays to make customers look and laugh. Surprise them with something unusual, keeping it clean so as not to upset any customers. Treat them to some informative product trivia, or use motion in displays to make customers stop in their tracks.

10. Neatness counts.

Every area in your store sends a message to your customers. If the register area looks untidy, it influences your customers' opinion about the quality of your merchandise and service.

The 3 E's for Retail Excellence....

Expertise – you can never know enough about your product range, styles, colours, fits, fabrics, ingredients, quality, etc...

Exceptional Service – blow the customer away with service beyond their expectations, time and time again!

Enthusiasm – don't just be nice to customers, but mean it, with passion and excitement, both verbally and non-verbally.

Create Positive Shopping Experiences and...you'll give

Customers something to talk about!

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

When customers tell friends and acquaintances about a positive shopping experience, their messages are a powerful form of advertising. Make this word-of-mouth marketing work for you by providing something favorable to talk about. Here are some suggestions:

➤ **Make an impression with an unexpected service.** Examples: offer beverages to customers; or consider having entertainment at very busy times for shoppers who are waiting in line.

➤ **Focus shoppers' attention on the positive when things go wrong.** A staff member who makes a mistake could offer something from a store book of coupons or 'lucky dip', while a greater inconvenience to the customer might call for an offer of a benefit such as a free dinner for 2.



➤ **Let customers know about specific new features of your store or merchandise,** such as a new range of fashion or a special event, or a new item on the menu.

➤ **Remind shoppers to tell their friends about your store.** At the register you might say, "See you again – and don't forget to tell your friends about us!"

If you remember to give the best possible customer service at all times, even when things don't go as planned, customers will have only positive things to report about your business and will spread the word!

We are fanatical about our service and you should be too. Contact us today and we can upskill your staff so that the silly season does not mean that our customers think we're silly!

Customer Service:

Watch what you say!

Yes Sir, no Sir, three bags full Sir!

Here are 3 forbidden phrases you don't want to use when talking to your customers:

Forbidden Phrase # 1: "I don't know"

There is no need to ever utter these words. If you don't know, find out. Usually, there isn't a thing you can't find out, outside of sensitive and financial information. Instead, say: "That's a good question. Let me find out for you."

Forbidden Phrase # 2: "We can't do that"

This one is guaranteed to get your customer's blood boiling. Instead, say: "That's a tough one. Let's see what we can do." Then find an alternative solution.

Forbidden Phrase # 3: "No" at the beginning of a sentence.

The word "no" is useless and conveys total rejection. Instead: Turn every answer into a positive response. Example: "We aren't able to refund your money, but we can replace the product at no charge."

Book your Sales and Service workshop series now, in time for Christmas. Each session is 2 hours in duration, at any time of day or evening that suits that.

We supply the highly interactive training, workbooks, pens and certificates on completion for those who attend each session in the series. All for one set price of \$990.00 per session (plus GST). A minimum of 3 in the series is required for this low price, and you can choose the topics to suit.

With a group of 30 this is only \$33 per person for each session they attend.

Here are some to consider:

1. Customer service strategies and standard expectations
2. Selling in terms of benefits
3. Add-ons, up-sells and cross-sells
4. Visual merchandising practices
5. Handling difficult and complaining customers

We facilitate these sessions all over Australia, so please send us an email today to reserve your preferred dates:
info@targettraining.com.au