



Welcome to the first edition of Targett's Tactics for 2005

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

This newsletter is 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 making some serious new year's resolutions, starting with upskilling yourself by revisiting your own personal development. We've dedicated page 2 to you... it's time for you to revisit your own skills and knowledge and formalise them with some training so that you are more effective as a manager in your workplace. Your skills as a manager can greatly affect your team and heavily contribute to the businesses success. We have suggested some very worth while nationally recognised qualifications that you may like to consider.

Enjoy the read. You are welcome to replicate anything from this newsletter, however, please be sure to abide by copyright laws by quoting the source.

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 an enormously fruitful trading year ahead.

Louise Targett

Top 10 Personal Growth New Year's Resolutions

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

1. Simplify your life

Get your personal and financial needs met first and you'll find yourself needing less and less.

2. Think big, really big

Create a healthy vacuum between where you are and where you want to be. The wider the gap, the greater the pulling power and motivation.

3. Eliminate the holes in your life

Plug those holes by extending boundaries, raising standards, resolving past issues, healing.

4. Pay attention to what's happening to/around you

Are you responding fully to both the problems and the opportunities that are occurring -- in force -- right now, in your space?

5. Learn from people who are naturally intelligent

Hang out with those who are, and emulate them. Ask them for help. Be ready to make changes in your thinking, assumptions, actions and behavior.

6. Increase your awareness

You won't feel it or get it until you've increased your awareness of yourself, those around you, how you think, and your life assumptions.

7. Add value to whatever you encounter

We all have something to add. Add it. If you don't have enough to add, learn a new skill.

8. Tell the truth

There is a level of telling the truth that will truly set you free and attract others to you. Usually having awareness and advanced phrasing is what helps this process occur naturally.

9. Build a reserve in all areas

When you have enough money, time, space, love, ideas, opportunities, friends, you'll become an even stronger magnet for what you want -- because you won't need it.

10. Do what YOU want to do in life

We've all been overly influenced by shoulds, oughts and have-to's. So much so that what you want to do has been suppressed deep down.

Free Diploma of Retail Management....

With every sales and service workshop series booking.

For a very limited time only we are giving you the chance to upskill your staff, and with every booking of a workshop series, the Diploma of Retail Management is offered via one-on-one personal coaching for one manager in your office. This is a saving of \$2,450.00 or 30% off the total package price.

The benefits to you are:

- We come to you at times/dates that suit you.
- Your Diploma qualification is structured in a flexible manner so you can work at your own pace with no pressure deadlines.
- There are no tests!
- You save \$2,450.00 in fees.
- Up to 20 team members receive a series of 4 x 2 hour workshop sessions focused on maximizing profits through face-to-face selling and service techniques, ie. Customer service strategies, steps of sale, adds-ons and up-sells, handling difficult and complaining customers.
- All workbooks, pens and certificate of completion are inclusive of the price.
- We follow it up with 2 more workplace visits by application of our proven 20-point coaching tool on the selling floor with your staff to ensure they are utilising the sales and service process.
- We offer you a 100% money back guarantee that you will grow sales if this process is implemented in its entirety.

Total package value is \$5,950.00. A small price to pay for a guarantee of uncapped returns.



This offer is only valid for training booked for February and March 2005. Call us now on 02 9659-5313 to secure your preferred dates.

Attention business owners: "Entrepreneurs in Business" 8 reasons to commit to this package....

- Nationally recognised qualification for business owner or manager ie. Certificate IV in Business (Frontline Management)
- Full colour (over 200 pages) training manual
- 12 month subscription to monthly publication Targett's Tactics
- 12 x 2 hour training sessions held fortnightly in your local area
- Business plan proforma
- 24 hours of personal contact including coaching, workplace visits and communication.
- Academic transcript and certificate upon completion
- High quality training and consultation in line with our untarnished reputation

The 12 training sessions will be comprised of:

1. Implement effective workplace relationships (build relations, manage difficult people)
2. Implement operational plans (goal setting, planning, controlling, monitoring)
3. Implement workplace information systems (business planning)
4. Implement continuous improvement systems (total quality management)
5. Promote team effectiveness (team work to achieve planned outcomes)
6. Develop work priorities (time management)
7. Develop teams and individuals (coaching, counselling, performance appraisals, warning, all forms of communication with staff)
8. Co-ordinate implementation of customer service strategies (market research, identifying your target market, meeting their needs and evaluating results)
9. Monitor a safe workplace (OH & S legislation, identifying hazards, controlling risks, setting standards for your workplace)
10. Promote innovation and change (lead a team to foster innovating work practices, gain staff commitment, change management)
11. Marketing and advertising (effective strategies, techniques and implementation processes)
12. Staff recruitment, training and retaining (what works and what doesn't, what to look for and how to keep good staff).

**Total cost is \$7,950 commencing 1 March 2005
Strictly limited numbers
Book now by phoning 02 9659-5313**