



## Welcome to the Autumn edition of Targett's Tactics

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.

This edition's special feature is all about putting some magic back in your marketing. If you're struggling for some innovation, these idea generators may be all you need.

Over the page, we discuss the issue of potential labour shortages. A well trained and motivated team will maximise long term employment, leading to customer loyalty and continued sales growth for the business. Reward your team by addressing lifestyle issues, working in with each of their personal situations.

And finally, our Fact or Fiction article. Whether it be business coaching, business planning, or training for frontline staff, keep us in mind, to help set your KPI's and exceed them. Business development is an investment, and thus, an asset to the business, not a liability. Let us show you our turn-key solutions.

**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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Louise Targett

## Put some magic into your retail marketing in 2005

Effective marketing is one of the keys to having a successful business. Here are some magic marketing tactics...

1. **Identify your prospects** – Who exactly are your potential customers? Your marketing campaign will be a hit-and-miss affair with little hope of real success without clearly answering this question.
2. **Understand why people buy** – People buy with emotion and justify with logic, so give them good emotional reasons to buy then show them why their purchase was a really sensible move.
3. **Sell benefits, not features** – People buy solutions that will improve their lives. Examine your product from a customer's point of view.
4. **Use simple language** – 'Dejargonise' your shop talk. Use plain English and keep sentences short.
5. **Create a coordinated corporate image** – Position your print material in line with your product and image through design, colour & consistent format.
6. **Use free and low-cost advertising** – Angle your copy to match the style of your chosen medium, and code your ads so you can track results.
7. **'Concatenate' your products** – Form logical links between your products so that one purchase will lead to others. Low cost or limited time offers often lead to more profitable lines later on.
8. **Ask for referrals** – When you have done a good job for someone, ask if he/she can suggest two or three other people who might also benefit from your service. Give them an incentive, eg. Coupon.
9. **Exceed people's expectations** – Do something extra without expecting payment. People pay more for exceptional service.
10. **Learn from feedback** – Face-to-face with customers is the most valuable, cost-effective and accurate feedback you could gain.

**In retail we cannot afford a hit-and-miss strategy. If you're not tracking, you're just practicing. Call us today and we'll help you move your stats in a positive direction in order to grow your sales.**

## Fact or Fiction?

**Fact...** Many retailers commence their Business Planning in March/April each year and may or may-not have the tools or know-how to do it.

**Solution...** Set some direction for your business to ensure you do not derail. We specialise in business planning one-on-one with business owners or senior management to keep you on a path to success.



**Fact...** Staff need ongoing motivation and innovation considering retailing is demanding and competitive.

**Solution...** Annual refresher training is a great way to reward high performers and keep them up to date with the latest tips and techniques.

**Fact...** Staff turnover is extraordinary high in retail, and therefore training and induction programs tend to be an ongoing ritual.

**Solution...** Devise a policy and set of induction procedures backed up by a quality training focused on product knowledge and selling skills to maximise every sale with customers.



**Fact...** Stores are continually looking for inspiration with store/product layout and visual merchandising techniques.

**Solution...** Pull on the strengths of those that are naturals at merchandising, to show other team members and create theatre in your store.

**Give your staff a workout this year by devising a set of non-negotiable standards in any of these areas. In this way you are providing team members with quality systems and procedures and in turn freeing your time that can be better spent on leading your team and your business to greatness.**

**Need a coach to set your goals and guide your team? We have turn-key solutions for easy adaptation. Call us today on 02 9659-5313.**

## Labour Shortage Predicted for Business

The latest research by Kelly Services has revealed that a new challenge is likely to impact the future success of organisations....labour shortages as a result of:

- An aging workforce
- A decline in birth rates
- Employees switching companies
- A shortage of knowledge workers as many countries move from a manufacturing environment to one that is more skills-oriented, eg. Retail.

As this shrinking labour and skills market becomes more and more apparent, a number of emerging labour trends are predicted to change the way companies conduct business. Here's how you could deal with this:

1. **Delaying Retirement** – for those offering valuable knowledge and experience in the work place. Create programs that encourage job sharing, telecommuting opportunities, shorter work weeks, time off for volunteerism and opportunities with reduced responsibilities.
2. **Outsourcing Initiatives** – in areas such as customer care, HR management, staff training and product development.
3. **Focus on Employee Recruitment and Retention** - incentives to attract and retain workers. Initiatives such as training opportunities, flexible work schedules, expanded health coverage, competitive salaries, more part-time work arrangements and job sharing are some of the opportunities workers are seeking. These initiatives also help build employee loyalty.
4. **Increasing labour participation rates by women, youth and minorities** - Women, older workers and less educated workers represent the largest reservoir of underutilised labour potential. Be prepared to recruit and train these applicants as we head into an employee-driven workforce.

**Special offer for March/April 2005....**

**Workshop Series – Buy 3 Get 1 Free**

**Up to 30 attendees for only \$1200 each. Choose from a whole range of retail and team development topics. Workbooks, training equipment and high quality training all inclusive. See our website for more details.**