

Welcome to our Christmas edition

*"Success lies in discomfort, not comfort."*



In this edition we help you maximise your Christmas trading. Anywhere up to 30% of your total year's sales are made at this time of year – don't blow it as the business may never recover. Add value to your team meetings by applying some strategy – see tips over the page

We are Australia's leading sales and service training organisation committed to implementing world class professional and business development. Our goal is to match solutions that bridge the performance gap in your business and we support this with our 100% money back service guarantee.

This publication is targeted at keeping you in touch with the latest techniques in developing your staff, and in touch with our very special training options and packages. It's too hard doing it by yourself, so fortunately there are alternatives.

Welcome to our new clients...

- Andre John
- Aquamart
- Donut King
- Health Generation
- Pet Barn
- TECS Computer Services

*We are focused on your success.*

P: 1300 736 005, F: (02) 9659 5314,

E: [info@targettraining.com.au](mailto:info@targettraining.com.au), or visit our website on [www.targettraining.com.au](http://www.targettraining.com.au)

For an e-version of this newsletter, simply contact us at [info@targettraining.com.au](mailto:info@targettraining.com.au).

Wishing you successful Christmas trading.

Louise Targett

We only get one bite at the cherry...don't blow it!

*"Do an ordinary thing, extraordinarily well, consistently"*

Have you ever wanted to show a customer an item, but then couldn't find it?

How about the customer telling you a competitor has a lower price than your store, but you didn't know?

Have you ever been stuck because the price on a particular item was changed and you quoted the older, lower price to a customer or couldn't quote the price at all because the item wasn't marked?

These are some of the hundreds of issues that cause you to lose sales. We are in a world of competitive retailing and cannot afford one lost sale.

**Top 5 tips to maximise Christmas trading:**

1. **A daily stock management plan** – you can't sell it if you don't have it on the shelf.
2. **More staff hours rostered than last Christmas** – sales will occur if service is available.
3. **A staff incentive program** – to reward hard workers and make it fun.
4. **Pre-packaged multiple unit gifts** – add value and save customers time with ready-to-go gifts in hot spots of your store or kiosk.
5. **On site manager to lead by example** – practice what you preach for greater team respect and guaranteed results!



Congratulations to the 11 graduates at Auto One Waitara who completed Certificate III Retail Supervision

## How do you learn best?

*"It is not enough to have a good mind; the main thing is to use it well." Oliver Cromwell*

**Each adult has his/her own individual style of learning.** Everyone differs in the way they organise their experiences into meanings, values and skills.

This means that our trainers take into account the varying styles of learning when preparing and delivering training.

### Learning styles can be described as:

- **Visual** – they need to see what is going on via reading, television, photos or diagrams.
- **Auditory** – they learn by listening and love to talk, are attracted to sound and distracted by noise.
- **Kinaesthetic** – they learn by doing and move around a lot, tap pens and move seats. They like lots of breaks, games, role plays, discussions and don't like reading! These tactile learners will remember best through practice.

**Are you training your staff in the workplace, or conducting team meetings? Consider using a variety of techniques to ensure that all team members learning styles are catered for.**

**Congratulations to a team of dedicated people at Blackwoods Smithfield who have recently completed Cert IV in Business (Frontline Management). Their official Accreditation will be presented at a graduation mid-month.**



## Adopting a 'Can Do' Philosophy at work and home

*"Do an ordinary thing, extraordinarily well, consistently"*

**Creating a positive climate** simply means remaining positive amongst your work peers in everything you say and do. This then acts as a form of motivation with your staff. They look up to you and respect you, and therefore it is important that you remain positive. This positive energy is then radiated around the entire business and, staff also, reflect a positive attitude.

*"The secret to happiness is not doing what one likes to do, but in liking what one has to do." Sir James M. Barrie.*

Setting and achieving goals is one sure way of applying your 'can do' philosophy.

The need to set and achieve personal and career goals applies to all people. Lacking goals will rob you of productive time. There are plenty of reasons or excuses given for not having specific goals.

Some of the most common are:

- Being caught in the "doing-the-job trap" and therefore being too busy to evaluate the situation;
- Not knowing what to strive for;
- Lack of confidence;
- Lack of organisational skills;
- Not in the habit of setting goals.

**This is one of the most positive and rewarding habits you can develop. You must keep up-to-date, assess the current situation and set goals that push you forward.**

## New Year's Resolution: Business Growth

Grow your business and your team, thanks to Australian Government funding:

- Up to \$4000 paid to you per person enrolled
- Nationally recognised qualifications
- Dynamic and interactive training sessions
- Work place related assessment tasks
- Contextualised manuals for team ownership

