

July / August 2007

## Welcome to our Winter Edition

*"If you are not learning today, you are not earning tomorrow."*



In this edition we go back to the basics and focus on good old-fashioned customer service. We see time and time again, retail stores scoring considerably below the Australian benchmark averages, and often it's the little things that can make such a difference. This edition offers tips to help you maintain a consistently high level of service.

We are Australia's leading sales and service training organisation committed to implementing world class business development programs. 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...

- **Lotterywest**
- **Penrith City Association**
- **Symbiote IT**
- **The Real McCaw Pet Superstores**
- **Windsor Ice Creamery**

***We are focused on your success.***

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

Louise Targett

## Getting Back to Basics with Customer Service

*"Little things make for perfection and perfection is no little thing."*

The level of customer service offered across Australian retail is considered second rate compared to many overseas countries and especially Europe and the United States.

There are a number of reasons for this and generally because:

- We don't treat retail as a serious career, compared to other nations. Many young people moving into retail in Australia plan to use it as a temporary step until they discover what they really want to do.
- Many employers are not promoting the benefits of working in the retail industry and the opportunities available.
- Many employers are not structuring wages according to the worth or productivity of the sales assistant, and instead all staff are earning the same hourly wage. What happened to rewarding those that work harder or produce more results?

Customer service goes far beyond handling customer complaints or offering to help customers out to their cars with their purchases. Do you remember to say hello to each and every customer when they walk through your doorway? Are you escorting your customers to the merchandise rather than just pointing them in the general direction? Over the page we give you some tips for you to score 100% in each and every mystery shop.



## Measuring the real value of your service

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

Providing outstanding customer service means going the extra mile to satisfy customers. Customer service assessments, or better known as mystery shopper surveys, measure this level of service.

Here are some tips to help you improve your own:

- **Keep your greetings open and non-business related, eg. How are you? How is your day going?**
- **Ensure staff are branded or identified as customer service assistants, eg. Name badge or company branding.**
- **Acknowledge the customer with a smile and eye contact then let them browse for a couple of minutes if their body language shows they would like to.**
- **Ask the customer open questions to find out their needs; don't just assume.**
- **Recommend 1, 2, or 3 products and point out the benefits of each, not just the features.**
- **Ask for the sale; don't just leave the customer hanging, eg. Would you like me to take this to the counter for you?**
- **Always thank the customer for their visit and welcome them back.**

How does your store rate? If you score 95% for example, that means 5% of the time you are not satisfying customers, and this could be detrimental to business. Therefore the goal is 100% each and every time. Call us today if you would like more details.

## Coach your staff for excellence in customer service

*"Success starts, is maintained and ends with attitude"*

**Apply this 4-step coaching method for easy digestion of learning by team members:**

**Step 1: I do it normal** (show the staff member the task as it's done in normal motion)

**Step 2: I do it slow** (Now slow down and do it again)

**Step 3: You do it with me** (Practice together)

**Step 4: Off you go** (Let them go alone when they have demonstrated competence at least 3 times)

**Remember 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, mean it, with passion and excitement, both verbally and non-verbally.

So how do you get your team to deliver this each and every time? Here are some tips:

1. Recruit based on willingness, not on skills and knowledge, as these can be trained.
2. Explain from the outset that the culture of the organisation is based on continuous improvement and excellence BEYOND the customers expectations, ie. We don't just meet their needs, we go beyond that.
3. Introduce a staff incentive program to ensure that staff who go out of their way for customers are rewarded more than others.

Call us if you need assistance with any of these.

## Free Mystery Shopping with every Training Package

Purchase a series of 4 non-accredited workshops @ \$1500 plus GST each, and receive up to 15 free mystery shopper visits complimentary. This means we can train and measure, train and measure. A positive step towards growing the level of service in your organisation.

We have a full range of topics focussed on sales and service. Contact us on 1300 736 005 for more details of this offer. Hurry, as it's only valid until 30 August 2007.

