

## Welcome to our Christmas Edition

*"Success comes when you do what you love to do, and commit to being the best in your field"*



This edition is all about maximising your sales during the crazy season. With sales down across most categories of business, it is imperative that organisational leadership is in place and some key strategies are rolled out with your team to ensure your trading is fruitful and exciting for everyone.

As Australia's leading sales and service training organisation, we are 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.

**Here's a thought for the month: If you are going to conduct your orchestra, you have to turn your back on the crowd. That means that you are totally trusting your team to service "the crowd" with excellence each and every time. Do you have systems in place to ensure this occurs?**

**Lookout in our next edition for details on the opening of our new Adelaide office, headed by business managers Victoria Chapman and Jodie Duncan. If your business is based in South Australia or you have staff requiring guidance and training, we are making appointments now for you.**

*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)

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Wishing you successful trading.

## Don't ignore basic selling principles during Christmas peak trading.

*"Perfection is not attainable but if we chase perfection we can catch excellence"*

Most retailers are getting 80% of their profit at Christmas time, especially in the gift giving areas so they need to remain focused through the Christmas trading season and maximise every opportunity.

This is a golden opportunity that many retailers squander by ignoring basic selling principles.

**Most customers window shop and research suggests they only end up purchasing in two stores. So if you have stiff competition you need to do a fabulous job on your window displays. Focus on the five senses, ie. sight, sound, feel, touch and smell. Add some tasteful fun or humour to it.**

Try to add some novel items to your range and publicise them in order to generate interest.

And finally, maximise your online presence. Upload your catalogue on your website for example. Try to be innovative with your website to generate interest.

Turn over the page for many more tips to ensure your Christmas journey is a fruitful one...



**Congratulations Blackwoods 2008 graduates. They have recently completed their Certificate IV in Business (Frontline Management).**

## Golden Rules to Maximise your Profits through Christmas trading...

*"Everybody does the things that top people do occasionally. Top people do these things all the time"*

- Don't clutter your entrance. Always present a great offer that's highly visible near the entrance of the store, without cluttering it.
- Ensure the great offer has a strong visual impact, eg. colours, style, movement or uniqueness.
- Add some strong spotlighting as a finishing touch.
- **Your goal is always to turn browsers to buyers. That means, as a manager you must lead your staff with a focus on selling. With Christmas buying, there is a deadline attached, ie. 25<sup>th</sup> December, so if your offer is good enough, the customer will love you for it.**
- Focus on the store displays as well as the windows. The windows may be the pulling power, however the in-store displays convert the browser! Make the merchandise the hero, not the props. And with depth to each range, the merchandise becomes the storyboard.
- Build your database of customers and work it. The smaller the business, the more essential this becomes. If you don't have a big budget, then go after the 20% of your customers that spend more money and time in your shop. Send them an offer either by mail or by email every week from now.

## More Golden Rules...it's a critical time of year and you only get one bite.

*"Every great success is an accumulation of thousands of ordinary efforts that no one sees or appreciates"*

- **Create a strong selling mentality within the business. Creating excellent customer relations does not by itself pay the rent. The only thing that pays the rent is sales, sales and more sales! Sales at profitable margins.**
- Back your instincts with your buying. Purchase depth to your range then merchandise the whole story with flair.
- **Promote packages to the customer, for higher average sales, eg. buy the pant and get the t-shirt for only an additional \$9.95. If this erodes your margins, then do a deal with your supplier.**

If you offer the customer a piece of merchandise at a good price you will attract them. But if you offer them a second item, either the same thing or something that goes with it then that will make the offer very attractive indeed. If you do your sums you end up with no more cost involved but simply profit for the store.

**You can afford to discount the second item and as a result of that you get the customer to buy two rather than one. So always build a special offer with the objective of selling more. The notion of upselling is not an option and rather a mandatory service component to guarantee excellence to the customer each and every time.**

**Congratulations to our recent graduates!**



Petbarn Penrith  
Cert III in Retail Supervision



Penrith City Group  
Cert IV in Business (Frontline Management)