

January / February 2009

Welcome to our New Year Edition

"Leadership is the ability to get extraordinary achievement from ordinary people"



This edition is all about taking advantage of opportunities that are right under your nose! Firstly there are the Australian government incentives for enrolling your staff into accredited qualifications. Over the page are more details on our new Adelaide office for our South Australian subscribers.

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:

Any great achievement is preceded by many difficulties and many lessons; great achievements are not possible without them. After every difficulty, ask yourself two questions: "What did I do right?" and "What would I do differently?"

Our Adelaide office is now open, headed by business manager Jodie Duncan. Turn over this page for more details. If your business is based in South Australia or you have staff requiring guidance and training in this state, we are making appointments now for you.

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

Wishing you successful trading.

Louise Targett

Are you taking advantage of the Govt subsidies to train your staff?

"Leaders think and talk about the solutions. Followers think and talk about the problems"

If you did not meet your sales projections for 2008, do not despair. There is still time to meet these forecasts while you have another 6 months to the end of the financial year!

You may be eligible to receive up to \$4000 per employee under the Government funded programs. Depending on priorities in each state of Australia, certain qualifications are funded and we especially recommend ones such as Certificate IV Business (Sales), Certificate IV Frontline Management and the new Certificate III Retail.

We can assist you with qualifying your staff against each state's policies depending on what state your staff live and work in.

The subsidies fully pay for the cost of training and assessment in most cases so it is an opportunity that is almost too good to be true. Would you like to hear more? Please contact us for further information.



Congratulations to our recent graduates from Style Finish who received their Certificate III in Retail Supervision

Target Training Launches Adelaide Office

"Manage by objectives. Tell people exactly what you want them to do and then get out of their way"

Sydney-based Target Training has opened its inaugural office in Adelaide.

Business Manager, Jodie Duncan has been appointed to manage the office and liaise directly with local businesses.

"I am a local South Australian woman with a business management and retail background and can see the need for a focus on upskilling staff. There is now a level of urgency due to the skills shortage issue that has hit our state more recently, so my focus will be on both new and existing employees wanting to formalize their skills and knowledge via business or retail-specific qualifications," said Duncan.

Louise Targett established the business in 1999. Target Training delivers accredited and non accredited programs, along with customer service assessments and business audits to the retail industry. With qualified staff employed across all states and territories, Target Training roles out national learning and development programs for businesses of all sizes.

"South Australia's retail sales performance has been running well above the national average, according to the latest CB Richard Ellis report. Next year will present a new challenge however, and year on year, these local businesses need to continue to grow and continue to maximize their profits, so it presents ideal timing for us to work with their management at both local and national levels," said Targett.

"Jodie comes to us with an exceptionally strong travel industry background, holding various business development, area manager and site manager roles in both the corporate and leisure sectors and winning numerous high achiever awards. This comes as ideal timing for us considering throughout 2007 - 2008 we have worked closely with clients such as Qantas, Travelscene and American Express with the role out of a Certificate IV Business program within Australia and New Zealand."

Jodie can be contacted on...

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Many of our clients take advantage of the Government Funded Training. Employers are eligible for up to \$4000 per employee if their staff meet the qualifying criteria. They are insane not claiming the subsidies if they are eligible! It fully pays for the training in most cases. You might start simply by qualifying your staff under the Govt funded program. This is an obligation-free process.



Congratulations to **Marcel Moussa** (middle) from Blackwoods, runner up in our 2008 Student of the Year Award. **Karen Rands** from Edge Cards and Gifts in ACT was also a runner up.

Look out for our next newsletter for the winner – **Dominique Bond** from Petbarn Mittagong.

The Student of the Year Award criteria is based on attendance at training sessions, submission of assignments, participation in the workshop sessions and completion of the qualification.

The winner was awarded \$300 in Westfield shopping vouchers and a trophy.