



Welcome to our Winter Edition

"Read an hour every day in your chosen field. This works out to about one book per week, 50 books per year, and will guarantee your success."

This edition is all about building customer loyalty and doing whatever it takes to get there. The big news is the funding availability for existing workers and especially with Cert IV and Diploma level qualifications. We compare motivational speakers and remind you of your top 10 tips for business excellence.

Both New & Existing Workers are now funded under new Government funding arrangements

"Learn something new. Try something different. Convince yourself that you have no limits."

There is so much opportunity in this lucky country. We even have our state and federal governments supporting business by paying them to train their staff. It doesn't get much better than that!

Note, however, that there is not an unlimited supply on the funding or staff numbers.

The funding rules are changing all the time and each state prioritises where they would like to spend their budgeted monies. We are a national provider, so we are dealing with all state and federal funding bodies.

As a rule of thumb, the Government pays the employer \$4000 per person who completes an Australian-recognised qualification such as a Certificate IV Business (Sales), Certificate IV Frontline Management or a Certificate III Retail.

While traditional face-to-face learning continues to out-perform other modes of delivery, we recommend interactive workshop sessions so that your staff can learn from each other as well. By applying this method we find that our completion rates are the highest in our industry...over 80%, the staff graduate with a quality certification and their employer receives the full amount of \$4000 per head.

It is a very lucrative and viable proposition that no business should overlook.

Congratulations to the teams at Bias Boating Belmont, Newcastle, Gosford and Tuggerah who are graduating with their Certificate III in Frontline Management.

Here are just a few of them!



Welcome to our new clients...

- Bally
- Healthy Inspirations
- Imagine If Educational Toys & Hobbies
- Lynbrook Village Shopping Centre
- Poolwerx Rockhampton
- Poolwerx Sylvania

Do motivational speakers really drive business results?

"Every great leap forward in your life comes after you have made a clear decision of some kind."

There seems to be a limitless supply of motivational speakers for hire. Some are very well known, with published books, courses, videos, audio programs, and possibly even clones that can deliver their message. Motivational speakers tend to fall into two groups:

1. The 'Cheerleader' – They can psych up even the most conservative and timid staff. They are wildly entertaining with their "rah-rah" performance and not often formally qualified in any discipline.

2. The 'Knowledge Expert' - These types can also be entertaining yet their focus is on specific content. They will tailor their presentation to address your company issues as a key driver of the overall motivation.

The effects of cheerleaders, is usually short lived and non-measurable, so their cost is often difficult to justify. Knowledge Experts tend to get longer-term positive results focussing on specific performance gaps. It is easier to justify as they can:

- Introduce operational or procedural changes in a positive and entertaining fashion, ie. To ease the pain!
- Address needed action plans to spur staff motivation to get the job done.
- Try to improve sales and marketing performance by re-focussing them on goals.

Even the best motivational speakers are neither miracle workers nor are they able to embed long-term excitement into any staff. Management has to follow up with support, communication, and enthusiasm.

Top 10 Tips for Business Excellence, Credibility and Customer Loyalty

"Offer your customers a long-term relationship, then do everything possible to build and maintain it."

1. Smile – you're in the people business, so this is not negotiable.
2. Break the rules with your opening line – ditch the "How are you today?" and be a little more original.
3. Qualify the customer's needs – ask them rather than assume.
4. Take the time to listen to the customer and respond accordingly.
5. Sell in terms of benefits – not in terms of facts or features.
6. Don't be afraid of objections – find a solution.
7. An add-on or up-sell is a mandatory service to the customer every single time.
8. Signage, marketing flyers and websites act as silent salespeople – a critical component to every business.
9. Never under-utilise a hot spot – it equates to thousands of dollars in lost sales.
10. Maintain a consistency with all business standards – consistency is the key to success.

If you are looking for high impact training that quantifies into real results, contact us today for some options. All accredited and non-accredited courses can be tailored to organisational policies and procedures for no additional cost.

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