



Welcome to our Spring Edition

"Leadership is the ability to get extraordinary achievement for ordinary people."

This edition is all about keeping ahead of your competitors and survival. Over the page you will find some tips on choosing the most appropriate training delivery mode for your staff and taking advantage of the Australian Government subsidies at the same time. Our Christmas offer is the best ever; you only need to book 8 staff to claim your free gift voucher. It is a once-off, very limited time offer, only valid for the first 8 bookings we receive.

Receive a \$1000 Harvey Norman Gift Voucher *

These are the steps to claiming your free gift voucher....

1. Provide us with a list of staff names
2. We qualify your staff for the government funded courses, meaning you receive \$4000 per person who qualifies. We confirm back to you, the amount of income you receive.
3. You book us to enrol your staff in your workplace

* Simply book a group of 8 or more staff into an accredited course and you receive the gift voucher.

- Only available to the first eight bookings / only one per customer.
- Only valid for enrolments completed by 24 December 2009.

This offer is valid for the following qualifications:

- BSB40207 Certificate IV Business
- BSB40607 Certificate IV Business Sales
- BSB40807 Certificate IV Frontline Management
- SIR30207 Certificate III Retail
- TAA40104 Certificate IV Training and Assessment



Note: not all of these qualifications are funded in every state of Australia. Contact us for more details.

Here are some photos of staff currently completing qualifications with us.



Poolwerx Menai/Sylvania



Alto Artarmon

Welcome to our new clients...

- About Life
- Bally
- Blackwoods WA
- Craftmatic
- DFS Galleria
- Poolwerx Dubbo
- Poolwerx Gladstone
- Poolwerx Illawarra
- Poolwerx WA



focused on your retail success

Choosing the most appropriate training delivery mode

"Obstacles are what you see when you take your eyes off the goal."

Every day we come across organisations that are planning the rollout of training programs for their work teams. The big question is always around the strategy for training. Here are some considerations...

Consider the staff first, ie. How best do you think they will learn? If they are hands-on in their role, from communicating to customers through to product demonstration, they are typically more tangible / tactile. That means they learn more from 'touch, feel, hold' experiences. Learning on the job and workshop training sessions will ensure the highest completion rate for these people.

Consider the content to be trained, ie. Is it theory-based, is it skills-based, or a combination of both. If training is around sales and service, for example, then skills-based training needs to be the focus. E-learning can reinforce the skills needed, however, how can you be sure the staff member will absorb it and be able to demonstrate it? Face-to-face demonstrations can be applied to support the skills-based requirements.

If the training is around workplace policies, procedures and product knowledge, then knowledge testing is required. Paper-based or e-learning tests, quizzes and questions can suffice keeping in mind that the staff member can respond by referring to the resources available. In the real world, in the face of the customer, how will the staff member deal with it? This is your concern when analysing the success of the training.

Target Training offers all delivery modes from one-on-one assessment, to e-learning, distance and workshop training. We offer free consultations around your training needs.

5 Winning Strategies to staying ahead of your competition

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

By understanding the competitive mindset you will find it easier to anticipate and withstand downturns. It is the spirit of competitiveness that enables people to succeed. You need to approach it as 'nothing is impossible' then work out what needs to be done to get where you want to go. Here are 5 key approaches:

1. **Stay alert** – you cannot become complacent to the changing environment. Read everything you can get your hands on, network with industry people and keep in touch with your customer's needs.
2. **Look for opportunities** – think about how you can create opportunities out of every circumstance that arises. In this way you are adding value to the organisation and 'earning your keep'.
3. **Know the business** – Understand the dynamics and context of the business thoroughly. Then you can lead confidently, innovate constantly and manage all aspects of the business soundly.
4. **Manage well** – The executive team needs to be made up of suitable people, committed to the business and its values. Processes have to be efficient, organisational structure and staffing levels have to be appropriate, and employees have to be treated fairly so that it is attractive for them to work for you.
5. **Keep your edge** – Complacency is less likely to occur when leaders take on the full responsibility of leadership. Leaders need to make the tough decisions or otherwise the company's competitiveness weakens.

What are you doing today to keep ahead?

Are sales slow? Then now is the time to focus on fine-tuning your business to cope with the downturn. Revisit every expense and train the staff you intend to keep using the Australian Government subsidies. The training effectively costs you nothing and the staff are upskilled to perform at their best on the job and graduate with an Australian Recognised Qualification, eg. Certificate IV Business (Sales) or Certificate IV Frontline Management.

**** Free Training Needs Analysis....

All you need to do is contact our office and make an appointment, obligation-free. This is an opportunity you should be taking advantage of now, while your sales have slowed.

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.

We are focused on your success.

DOWN

