



Welcome to our Christmas Edition

"Happiness comes when you believe in what you are doing, know what you are doing, and love what you are doing."

This edition is all about maximising sales and profit over the Christmas season. We offer some tips to creating a positive response from your customers, and the sorts of questions you could ask them to help you learn more about their needs. If you don't have a training budget we always recommend you look at the courses that are Government funded as all states of Australia give you this very special opportunity. Thank you to our loyal customers this year...we are relying on your teams to demonstrate competence on the job and achieve your business goals.

9 Tips to Creating a Positive Customer Response over Christmas

1. **Love what you sell, the company you work for and the customers you serve.**
Customers will believe your sincerity and be captivated by your excitement. In short - you will be fun to work with.
2. **Be empathetic and compassionate.**
Truly care about your customers, and remember that no matter how good an actor you are, faking it simply won't work.
3. **Add value and give first.**
Share your network of contacts with your customers, and don't expect them to give you their business without you giving them something first.
4. **Make eye contact.**
Eye contact is also essential after we get to know people, because it cements our existing relationships and lets them know that we're still interested in their well being. Very few sales people ever look their prospects directly in the eye.
5. **Express your true intent.**
Tell customers upfront: "I don't know if there's a fit between what you need and what I have right now, but I'm hoping we can explore that in more detail during this meeting."
6. **Don't go for the big decision all at once.**
Get approval from the customer to move ahead in increasing increments. Start with a follow-up call time or meeting date.
7. **Use friendly, warm words.**
When you use simple language instead of formal "business speak," people respond better and trust you more.
8. **Use people's names.**
Be aware of whether they're more comfortable with first name only or title + last name.
9. **Ask the right questions.**
Questions that move the prospect from an intellectual position of knowing they have a problem that needs to be solved, to an emotional state of trusting you to solve that problem in a way that will satisfy them.



Welcome to our newest team member, Kathryn Holder

Kathryn is a highly efficient administrator with 7 years experience in a busy education environment. Her past work dealing with quality assurance and accreditations has complimented Kathryn's current role with Target Training.

Kathryn predominantly manages our day-to-day calendar of training dates meaning she is contact with employers, their staff and our trainers to ensure we meet delivery expectations. Kathryn also completely co-ordinates training resources to trainers. Her specialist role is handling the student assignments submitted, via quality control procedures at our end. If there is anything missing, Kathryn will be in touch with you!

Target Training is on the move.....we are moving to Pymble in November 2010. Same 1300 number, same email addresses, same web address.

New mailing address: PO Box 1101 Pymble 2073. Please update your contact details!



focused on your retail success

Drive your Christmas profits through performance

"Success equals goals; all else is commentary."

Businesses always want to improve their performance. Here are six guiding principles of performance improvement that organisations can adopt, and the possible implications of each for learning and development...

1. Performance must be defined and regularly measured, monitored, reviewed and adjusted. Management must define what constitutes results, ensure plans and processes are in place, oversee implementation and execution, track and report performance, review performance and then make any necessary adjustments on the basis of this review.
2. Focus is critical to achieving results. Spreading resources thinly does not achieve results.
3. Performance responds to level of demand placed upon it. Set high standards in order to achieve them, as they are not likely to be achieved by accident.
4. Individual efforts must be welded into joint performance. Teamwork does not necessarily mean that people like each other or that the workplace is guaranteed to be harmonious. Rather, it means that individual's work is effectively bound together through unity of purpose and a combined effort towards the organisation's goals.
5. Implementation and execution are critical to high performance. Improving operational performance is a matter of technical expertise and mastery of the specifics of the organisation's business, combine with a commitment to the 'soft' aspects associated with nurturing a culture of improvement.
6. Performance reflects the match or degree of 'fit' between an organisation's strengths with that of market need or opportunity. A high degree of organisational competence and technical mastery will not take an organisation anywhere if there is no market demand for it.

Ask questions to close more sales and build relationships

"Remember, you only have to succeed the last time."

Maximise your Christmas sales by asking some of the following questions when working out your customer needs...

1. Identify the intellectual problem with a lead-in question; eg. "What makes you think...?" or "What's most important to you about...?"
2. Develop an intellectual awareness about this problem; eg. "Can you tell me more about it?" or "What have you done to address it?"
3. Identify the specific business impact of this problem; eg. "How has this problem impacted your organisation?" or "What is this problem costing your company?"
4. Get emotional! Identify the specific personal impact of this problem; eg. "What impact does this problem have on your job / your staff?" or "What will happen if you don't find a solution to this problem?"

Remember: your success is directly determined by the way you are perceived, and the amount of effort you put into your job. Changing any of those variables will have a huge impact on whether you succeed or fail.

After all, in good times or in bad, the type of sales person you choose to be is 100% up to you.

Have you heard about Certificate IV Business Sales? This course is designed for individuals currently in, or aspiring to, a sales-oriented role (any industry) with no formal qualifications. They learn to initiate and develop sales prospects and potential buyers; manage their time and sales related paperwork; plan and identify sales activities, prospects and solutions to secure and support post sale activities...and more!

The Australian Government (in selected states) is funding employers \$4000 per staff member who is enrolled and completes this qualification. Contact us today for more details...

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Simply book a group of 8 or more staff into an accredited course to receive your voucher. It may be an ideal staff incentive, or at your discretion! Plus we qualify the staff and confirm if you receive \$4000 in govt subsidies per person, which completely covers your costs. Hurry...all we need to do now is enrol your staff, with the training to commence in 2011. Call us on 1300 736 005 or email your staff names to us on info@targettraining.com.au Enrolments must take place by 17 December 2010.



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.