



## Welcome to our Winter Edition

*"Where the attention goes, the money flows"*

This edition is all about applying dynamic leadership skills to survive in business and achieve great growth over the ensuring financial year. It all starts with you and the leaders in your organization. So this edition is primarily focused on YOU and your personal development. During challenging times, we can make the greatest progress as a human being...

### Target Training Launches Perth Office

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

Business Manager, Tim Song will manage the office and liaise directly with local businesses.

"I have been a local Perth resident and business owner for 12 years. I have predominantly worked with people migrating to Australia and establishing their own careers or businesses and hence everyday I see the need for a focus on upskilling staff. There is now a level of urgency due to the skills shortage issue that exists in our state, so my focus will be on both new and existing employees wanting to formalise their skills and knowledge via business or retail-specific qualifications," said Song.



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 and consumer-focused industries. With qualified staff employed across all states and territories, Target Training roles out national learning and development programs for businesses of all sizes.

"Western Australia's retail sales performance has been running well above the national average, according to the latest statistics. With a global tightening on expenditure, however, year on year, these local businesses need to continue to grow and continue to maximise their profits, so it presents ideal timing for us to work with their management at both local and national levels," said Targett.

"Tim and his team come to us with an exceptionally strong local business background, and operating his business under the banner of Australian Migration Education Services, a well known local brand. This comes as ideal timing for us to work together in rolling out high quality Accredited and Non-accredited programs that Target Training are known for".



### Welcome to our new clients...

- Carati Jewellers
- Dalton Pharmaceuticals
- Envisage Business Solutions
- LBW Environment
- Pacific Square Shopping Centre
- Ranier Design
- Ross Trewin Soul Pattinson
- Trinity Bar
- Unique International College
- Victoria Point Shopping Centre

**Bridal Secrets staff hard at work completing a Certificate IV in Business Sales.**



focused on your retail success

## 10 Tactics to Strengthen Yourself

*"When you are green you grow, when you're ripe you rot."*

1. **Forget about yourself**, focus on others - Expand your connection with others, and help them transform their negatives into positives.
2. **Forget about your commodity**, focus on your relationships – with family, friends, team, suppliers, clients, customers, prospects. Every time you strengthen a relationship, the viability of your commodity will increase.
3. **Forget about the sale**, focus on creating value – suggest solutions to help the customer eliminate their dangers, capture their opportunities, and reinforce their strengths.
4. **Forget about your losses**, focus on your opportunities – start a new game using new ideas, new energies, new tools and new resources.
5. **Forget about your difficulties**, focus on your progress – new difficulties can either defeat you or reveal new strengths. Your body's muscles always get stronger from working against resistance and this includes your mind, your spirit, your character.
6. **Forget about the "future"**, focus on today – set daily goals, achievements and track results.
7. **Forget about who you were**, focus on who you can be – your dreams, ideals, values and operating principles.
8. **Forget about events**, focus on your responses – you can't control the event but you can control your creative response to the events.
9. **Forget about what's missing**, focus on what's available – take advantage of every resource.
10. **Forget about your complaints**, focus on your gratitude – this creates the opportunity for best thinking, actions, and results.

## 17 Ways to Lift Sales in Challenging Times

*"Failing to plan means planning to fail."*

1. **Re-activate** dormant accounts
2. **Re-activate** past leads and enquiries
3. **Help** existing customers create more work for you (suggest add-ons)
4. **Provide** a superior level of service to your customers (add more value)
5. **Seek** more testimonials and referrals from customers
6. **Quote** reasonable, affordable fees and prices in bid situations.
7. **Use** low cost add-ons to generate additional revenue
8. **Avoid** being a prima donna – no time for Ego!
9. **Postpone** any planned fee increases (but don't tell them that!)
10. **Downgrade** slightly your acceptable customer profile
11. **Repackage** your services to accommodate smaller customers and reduced budgets.
12. **Add** value to your existing services
13. **Keep** busy with ancillary assignments and accounts
14. **Put** more effort into your website and webmarketing
15. **Write** and publish some useful articles on hot topics – blogs or magazines
16. **Plan** an aggressive new-business marketing campaign
17. **Find** small wins and celebrate them – be positive!

FRONTLINE

### Do your staff have job-specific skills but not adequate business/communication or administration skills required to do their job?

- ? **Certificate IV Frontline Management or Certificate IV Business are Australian Government funded courses in most states of Australia.**
- ? **We will qualify your staff and confirm if you receive \$4000 in govt subsidies per employee.**
- ? **High quality training assures your staff progress, improve and graduate!**



Call us on 1300 736 005 or email your interest to us on [info@targettraining.com.au](mailto:info@targettraining.com.au)

*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.*