



Welcome to our Autumn Edition

"Very good is an everyday occurrence and hardly worth mentioning. Remarkable is the opposite."

This edition is all about growing your business through remarkable marketing, remarkable business planning and remarkable selling. This is achievable with an entire team approach and a driven leader. As the leader of the organisation or of your department, you need to work harder on yourself first, and then success in the business will just happen as a matter of course. Life is too sweet not to enjoy the journey along the way, so be sure not to miss it!

Double or Nothing...we'll guarantee it!

Did your sales take a dive last year along with many other Australian businesses? Did you have to tighten your belt with expenditure while cash flow was closely monitored?

It's like having a bad day....the best part of it is knowing that the next day is going to be so much better!

This situation makes for such an exciting 2010 result. It will be so much easier to achieve a substantial sales growth when you are coming off a low base from the previous year. Even better if you work by financial year, because it means you can go "hell for leather" now and try to tip the scales by 30th June. **Here are my top 5 all time favourite strategies to double your sales this year....**

1. **Attitude is king!** Start by checking on your own attitude, then look at your team. Get the right people on the bus and the wrong people off the bus! Just one bad apple can affect your business.
2. **Opportunity is everywhere** – You might start by looking at partnering with businesses that have a similar customer database to yours. You might revisit your marketing....is it outrageous and remarkable? Is it strategic to the business? Are you measuring the results of the marketing?
3. **Drive the business KPI's** – Set realistic and measurable key performance indicators. Especially focus on your leads, conversions, transactions, average sale and margins.
4. **Work with the seasons** – Your business seasons may be around customer spending patterns or new product launches, for example. Go hard during these times and relax/reward yourselves in the off periods to celebrate your successes and prepare for the next season.
5. **Under promise and over deliver** – take responsibility for making changes and introducing continuous improvement processes...you will be rewarded with long term customer & team loyalty.

Remember, your only job in life is to be the best you can be, and you only get one shot at it!



Congratulations to the 10 Alto Group Artarmon graduates who were awarded with a hard earned Certificate IV in Frontline Management qualification last month.

Welcome to our new clients...

- Bossley Park Nursing Home
- Bridal Secrets
- Harvey World Travel Warnambool
- Harvey World Travel Torquay
- Lowes
- Natuzzi
- Ross Trewin Soul Pattinson Chemist
- Sugarfix

TARGET
TRAINING

focused on your retail success

Selling in Terms of Benefits

"Describe your product in terms of what it does, not in terms of what it is."

Establishing value and increasing the desire of customer ownership of your products or services is accomplished through FEATURES, ADVANTAGES AND ULTIMATELY BENEFITS. This (FAB) technique involves translating the item's features into reasons for the customer to buy, ie. The benefits.

People don't buy what it has, they buy what it does.

Learning to use the FAB Method will virtually guarantee that your customers will understand and appreciate the value of the products/services that you demonstrate.

Short, simple words are the most effective when constructing your Features, Advantages, Benefits, for example: FREE, SAVE, NEW, EASY, LOVE, RESULTS, PROVEN AND GUARANTEE.

It is important to get the customer to touch, hold, or feel the product. This may mean trying on a garment, a pair of shoes, or a piece of jewellery. It may mean wearing a handbag on your shoulder, or even sampling a food product. For services you may need to show them some glossy photos, or give them a brochure. By doing this, the customer begins to own it. It helps them to imagine what it would be like to have it.

You may need to demonstrate the product to promote its benefits, for example, a microwave oven, a television, or a stereo. By demonstrating the product, and hence, promoting the products features and benefits, they can see the worth of the product. At this time you also build desire for the product so that the customer actually wants it.

To grow your business, it is necessary that every team member practices this culture with every single customer opportunity. Certificate IV Business (Sales) is the most powerful and measurable qualification that you could offer them, giving you immediate results in driving up the sales, increasing your average sale and increasing your sales per team member. Customer communication is improved and each team member builds confidence and motivation. This qualification is Australian Government funded.

Remarkable Marketing Strategies to grow business

"Many people achieved their greatest success one step beyond what looked like their greatest failure."

To grow your business, you need to fully understand what you are offering customers in terms of the broad experience that you deliver to them, for example cosmetic houses don't sell creams and powders, they sell beauty. Clearly there is a difference between "selling cosmetics" and "helping women look and feel beautiful".

The same goes for the fitness centre that offers "training experts" versus the one that offers "consistent progress toward health and well-being". Or the communications vendor that "sells technology products" or one that "assures customers that they will gain operational efficiency and valuable intelligence from the products we create."

Thinking of a business merely as a commercial transaction is narrow, limiting and ultimately self-defeating. To grow your business, you need to fully understand what you are offering customers in terms of the broad experience that you deliver to them – not the narrow transaction between you and the customer.

Here are the steps to defining this...

WHO is the core customer most likely to buy your products or service in the quantity required for optimal profit?

WHAT is the uncommon offering that your business will own and leverage? This is meant to be your point of difference or "distinctive competence."

HOW will you convince your core customer to buy your uncommon offering versus all competitive offerings? Consider your persuasive strategy.

Certificate IV Small Business Management will help you pull this together and discover that your planning and marketing can be phenomenal, counterintuitive, exciting and unbelievable compared to your competitors. The qualification is Australian Govt funded in most states. Contact us for the qualifying criteria. ...

FREE MOTIVATIONAL SESSION FOR YOUR TEAM

- Are you keen to increase the performance of your staff in order to grow your business?
- Are you concerned that your team will not want to participate in the training?
- Do you have a minimum of 6 employed staff that could be included?

If you answered YES to these questions, call us on 1300 736 005 to book your free 2 hour workshop. We promise to engage your staff, reinforce team goals and instil a culture that will improve your business. We will also provide you with details on the Government funded courses that your team may qualify for. As the employer you receive \$4000 per person who completes a qualification.

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.

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