

Jan / Feb 2011



Welcome to our New Year Edition

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

This edition is all about thinking outside the square so that you enter into 2011 in a positive, focused and completely driven fashion. Consider what keeps you up at night and try to turn these issues around so that there is hope. Over the page we discuss the concept of being remarkable, not just average. Maybe you could start by hiring the right combination of sales people? We identify the 3 key personalities of sales people. This combination could be a saviour for driving business sales and profits through 2011 and beyond. Wishing you a fruitful year.

What Keeps You Awake at Night?

When businesses experience turbulent times, budgets are slashed, jobs are often lost and management is under enormous pressure. One of the first things to be cut from any budget is training as a result of cost-reduction strategies and elimination of organisational waste. Non-essential or non-core training can be put in obeyance.

This keeps me up at night considering retaining customers, growing sales and maintaining profits cannot occur without your most motivated people performing at their best on the job, day in and day out.

If you don't engage your employees, they will look elsewhere and research indicates it is those who are more employable are the first to leave.

Another issue is to expect employees to come to work every day and perform the same role they have for years. Those days are gone and we need to embrace initiatives such as job enrichment, job rotation and internal promotion.

Placing employees in positions where they have no real experience or skills without partnering them with a mentor or coach most certainly keeps me up at night! In this state, they are not a valuable asset to your organisation and this strategy will not enhance their sense of self-worth and self-esteem. **The younger generation (Gen Y's) are influencing other employees, and we must learn from them and understand that they see things very differently. We need to understand what motivates, excites and engages them.**

Here are some winning cost effective strategies you could take advantage of...

1. Develop a dream list of all the key issues you want covered in an internal staff training program.
2. Give it a name so that it synergizes with your organisational direction, eg. Leadership Development Program, or XYZ Training Academy.
3. Let us qualify your staff under Australian Government funding options to confirm what you can be paid to put your staff through Australian Recognised Qualifications.
4. Use this income to train all of your team under a customised internal program, addressing your key issues, branding it your own, and at the same time delivering a high quality Australian Recognised Qualification such as Certificate IV in Business or Certificate IV in Frontline Management. If structured correctly, it is a cost-neutral or cost-positive proposition for you.

Welcome to our new clients...

- Abrasiflex Pty Ltd
- Connect Hearing
- Envisage Business Solutions
- Fleurwood Ladies Fashion
- Gloria Jeans Maroochydore
- HBA Encompass
- Harvey World Travel Forest Lake
- Maroochydore, Maleny & Peregian Springs Dental Centres
- Nusep
- Pegasus Health Care
- Sports and Spinal Physiotherapy Central
- Tewantin Pest Control
- SDE Accountants

**Here's a new year inspirational thought:
Life is like a combination lock; your goal is to find the right numbers, in the right order, so you can have anything you want.**



focused on your retail success

Do you have finders, minders or grinders on your sales team?

"Concentrate on the activities of prospecting, presenting and following-up; the sales will take care of themselves."

A successful salesperson is worth his or her weight in gold. Finding such a person is no easy task.

What factors do you look at when evaluating potential sales people? If you're like most employers, you weigh the candidate's experience, track record, and industry contacts. But no matter how carefully you analyse these criteria, sales hiring often remains hit-or-miss.

You could hire on the basis of their sales personality, rather than experience alone. This means matching the person's sales personality to the requirements of a particular sales job.

Here are 3 types of sales personalities....

The Finder...is an aggressive go-getter who loves the thrill of the hunt. Typically, once a sale is clinched, the Finder is off on the trail of his/her next quarry.

This one you want when your priority is bringing in new accounts-not servicing them long term. Don't expect the Finder to follow through on service issues; he'll leave that to others. Finders need a strong support staff in place and are not supportive of team-building.

The Minder...is a relationship builder. He/she is a "people-person" and a problem-solver.

Their goal is not the conquest of a single sale, but rather the forging of mutually beneficial long-term relationships. The Minder is committed to client satisfaction and considers ongoing service part of the sale. Great with acquiring continued business from existing clients and is a team player too.

The Grinder...is a relentless plodder. Rejection won't stop him. Repetition doesn't bother him.

He has neither the Finder's flair nor the Minder's service standards. However, when it comes to high-volume sales calls-such as grueling door-to-door sales-he is the one who will get the job done.

To identify your ideal sales personality, consider the products or services you sell and the way they are sold. Do you need a bold salesperson? A persistent one? Or someone who is a bit of a service rep, too? In the past, what salespeople got the best results?

Is your Business Honestly Remarkable?

"Spend 80% of your time focusing on the opportunities of tomorrow rather than the problems of yesterday."

Ideas that are remarkable are much more likely to spread than ideas or products that are not. Yet so few brave people make remarkable stuff. Why? Possibly it is because they think that the opposite of "remarkable" is "bad" or "mediocre" or "poorly done". Thus if they make something very good, they confuse it with being virus-worthy. Yet this is not about quality at all.

If you travel on an airline and they get you there safely, you don't tell anyone. Isn't that what is supposed to happen? What makes it remarkable is if it is horrible beyond belief or if the service is so unexpected, eg. They were an hour early! It is those experiences when you tend to share it, but how often does this happen?

Organisations set quality requirements and try to meet them. That's boring. Very good is an everyday occurrence and hardly worth mentioning. The opposite of "very good" is remarkable.

Are you producing and/or delivering very good stuff...or is it truly remarkable? Here are some thoughts if you are trying to be remarkable...

➔ Understand the urgency of the situation. Half measures simply won't do. The only way to grow is to abandon your strategy of doing what you did yesterday, but better. You need to commit.

➔ Being noticed is not the same as being remarkable. Running down the street naked will get you noticed, but it won't accomplish much. It's easy to pull off a stunt, but not useful.

➔ Remarkable doesn't mean remarkable to you. It means remarkable to everyone else. Is your customer going to make a remark about it? If not, then you're average, and average means you are dieing a slow death in business so you may as well cut your losses and get out now!

So your goal for 2011 is to revisit your business strategies with a focus on delivering only truly remarkable outcomes. Get your customers talking!

* Adapted from Seth Godin's blog.

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- send an email to info@targettraining.com.au if your team have already achieved a retail or business qualification
- make an appointment with us to discuss government funded training opportunities for your staff. You may be eligible to receive \$4000 per person who completes a qualification.

Regardless, the templates are yours to keep, obligation-free. We look forward to hearing from you.



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