

Mar/Apr 2011



## Welcome to our Autumn Edition

*"Make a decision to be successful right now. Most people never decide to be wealthy and that is why they retire poor."*

Firstly we warmly welcome John and Sally Edwards of Geelong, the latest team to join Target Training. We look forward to working with them and expanding Target Training throughout Victoria.

This edition is about setting goals, marketing planning and managing your cash flow as key strategies to grow your business through 2011. Start by identifying the category your business falls into then make some hard decisions around where you want the business to be and what you need to do to get it there. Every day counts when it comes to driving business objectives and team accountabilities. Remember, if you can't measure it, you can't manage it.

### Target Training Launches Office in Geelong, Victoria

Sydney-based Target Training has opened an office in Geelong, Victoria.

Local Business Managers, John and Sally Edwards will manage the office and liaise directly with local businesses. Sally has over 20 years experience working in both the corporate and government training areas covering topics such as administration and management. John comes from an adult education background with 18 years experience in the field as well as being the author of several books.



"Our roles have mainly consisted of teaching, customer service, marketing and student management which are the areas we enjoy and they perfectly align with our new responsibilities with Target Training," John said. "We are currently managing students across the states of Victoria and South Australia under Australian recognized qualification arrangements, and will continue to do the same with Target Training. The key point of difference will be high quality roll out of workshop training and the tailored learning solutions."

Louise Targett established the Target Training business in Sydney 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 rolls out national learning and development programs for businesses of all sizes.

"Delivery of Target Training services in Victoria and over the past decade has been localised according to businesses we were already servicing. Our trainer/assessors are located all over the state in order to meet the needs of the local businesses. With a global tightening on expenditure, 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 Louise Targett



**Two groups from York Jewellers at Penrith, graduated. One group with a Certificate IV in Frontline Management and the other with a Certificate IV in Business Sales.**

### Congratulations to some of our recent graduates.



**Congratulations to the team at Bridal Secrets, Parramatta. The entire team have graduated with a Certificate IV in Business Sales...100% completion rate! Here are just a few of their friendly faces!**

**TARGET**  
TRAINING

focused on your retail success

## Success Doesn't Just Happen

*"Every great success is an accumulation of thousands of ordinary efforts that no one sees or appreciates."*

Whether you call it a business plan or a marketing plan, you must have one; a picture of where you want to go and some steps to get there.

Good marketing plans need to be clear, concise, and convincing. Anyone creating the plan has to be able to sell it and get support for their recommendations. Solid marketing plans are built around 3 foundations:

1. **Goals and objectives** – Marketing goals are measurable. They are linked to profit and cash flow, or other key performance indicators in your business. Innovation and quality do not form part of your goals.

Try to keep it to three or four key goals to create focus. Ensure your goals are consistent with *"I want rigorous analysis and thoughtful assessment, but I don't want complexity. If strategies and plans aren't easily understood by everyone, they will be acted on by no one."* Jim Kilts, *Doing What Matters*.

2. **Strategic initiatives** – Your key people will provide insights into potential marketing opportunities. For example, if you don't involve human resources, you might not realise that there are some skills gaps emerging in your organisation as older and experience hands move on or retire.

A cross-functional team helps identify the initiatives you need to beat your competitors. Also getting your employees to feel committed to the company means sharing with them your vision of where it is heading.

3. **Tactics** – This is about the 4 P's of marketing: price, product, promotion and place. This section should explain how each initiative will be implemented.

If the initiative, for example, is about increasing sales to core profitable customers, the tactics need to spell out the programs that will make it happen. Yes, market conditions change, so as a rule, no plan is foolproof.

Key questions to address in your marketing plan... Who are my customers? Who else will buy my products or services? Why will they buy it? How much will they buy? What is the size of the market and where is it? Is the market growing? Are there segments of users who are not happy with the competition?

## Cash is King!

*"Money is hard to earn and easy to lose. Guard yours with care"*

While accountants like to see the profit, cash flow is king! The business could be making a profit on paper but still be going broke. If what is paid out exceeds what is coming in, a business could be in trouble.

Cash-flow analysis is not like the standard profit and loss table. It takes in more variables such as accounts payable, receivables, costs, inventory and work in progress. Here is how to keep your cash flow healthy..

1. **Forecast cash flow** – so that you know who you are paying, when payments are due, who is paying you and when that is coming in.
2. **Time your invoices** – invoice more frequently to encourage cash flow.
3. **Take payment up front** – where possible try to take a deposit up front, however this will depend on the type of product and the relationship you have with your customer.
4. **Triage payments** – stagger the payments across the process. This supports both your cash flow and debt collection processes.
5. **Reward early payments** – you could offer a discount off the price if paid in advance. This brings in cash when you need it, compensating for a lower return on the job.
6. **Avoid cash** – as soon as cash or cheques comes in, ensure you bank it and pay your bills. Use a business credit card for travel or minor expenses in order to leave more cash in the business and defer payments.
7. **Manage your receivables carefully** – create a schedule of what's owed and stick to it. Chase overdue accounts and add a late payment fee if you can.
8. **Monitor inventory** – you have to purchase it before you can sell it and regardless of whether or not you sell it, your suppliers will want to be paid. Every dollar you spend on inventory is a dollar less cash.
9. **Stay on good terms with your lender** – keep on top of your mortgage payments and build good credit history because all businesses need their banks/lenders.
10. **Time your payments** – negotiate terms with suppliers to stretch these out as long as possible, without tarnishing the relationship with the supplier.

THE FOUNDATION

## Receive \$4000 in your pocket for every staff member

The Australian Government is willing to pay employers \$4000 for each staff member who completes an Australian recognised qualification. 10 staff = \$40,000. Are you taking advantage of this and maximising growth in your business with use of this funding. Considerations are:

- Certificate IV in Business Sales
- Certificate IV in Frontline Management
- Diploma of Management

Target Training offers a whole range of qualifications across all states of Australia that are government funded. All you need to do is contact us so that we can qualify your staff and discuss tailoring the course to your needs.



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.

