

May/June 2011



## Welcome to our Winter Edition

*"Approach each customer with the idea of helping him or her solve a problem or achieve a goal, not of selling a product or service."*

This edition is about focusing on the growth of your organisation through key initiatives. These initiatives include website design and details, your business referral strategies, and training staff to be the best they can be with customer service and sales. There is an Australian recognised qualification that is completely 100% government funded, so you can maximize your sales and have staff trained too. Read more about this in the article below. Over the page we have our best promotional offer yet... money in your pocket and you can double it too!

### **HOT OFF THE PRESS: The revised BSB40610 Certificate IV in Business Sales is now available**

This course is designed for individuals currently in, or aspiring to, a sales-oriented role (any industry) with no formal qualifications. Upon completion of this qualification the graduate could consider completing a number of related Certificate IV Business qualifications or the Diploma of Management.

#### **Gain the skills required to:**

1. Establish and use appropriate formal or informal business networks and communication
2. Identify and use the strengths of sales team members to promote sales objectives
3. Plan and identify sales activities, prospects and solutions, securing and supporting sales prospects post sales activities
4. Manage time and sales related paperwork
5. Obtain feedback on the sales process and product/service satisfaction from customers
6. Use business technology to obtain product information and to process orders
7. Identify and address reasons for reluctance to purchase by potential buyers
8. Initiate and develop sales prospects and potential buyers

**The Australian Government is paying employers \$4000 for each staff member who completes this qualification in most states of Australia. It is both lucrative and viable considering you don't need to pay for training from your own business profits. The course is designed to motivate, invigorate and guide staff in the areas of customer contact, customer service/satisfaction and sales performance. It is ideal for staff in any consumer-focussed business where you are seeking the best out of your people on a day to day basis.**

### **Target Training joins the MAD Expo on the Sunshine Coast**



Seven Businesses came together last month on the Sunshine Coast of QLD and conducted a local business MAD expo. MAD = Marketing Advertising Development for Business and proved to attract great interest. The lucky winner of the Target Training Marketing and advertising workshop was Di McCormack from Life Without Barriers, which is a not for profit organisation providing care and support to assist children, young people, adults, families and communities.

**TARGET**  
TRAINING

focused on your retail success

## Driving more leads and sales through your website

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

Your site must effectively help your prospective customers move forward in their buying process - from awareness to inquiry to consideration and purchase.

1. Does your website make it immediately clear what your company does and whom it serves?
2. Does your website quickly communicate your company's unique selling proposition?
3. Is it easy for your prospects and customers to find their way around your website?
4. Does your website back up its claims?
5. Does your website explain the additional resources you can provide to prospects and customers?
6. Does your website contain lots of offers designed to engage prospects and start sales-winning relationships?
7. Does your website make it easy for prospects and customers to take the next steps in their consideration or buying process?
8. Does your website make it easy to place an order?
9. Are there multiple ways for prospective customers to request assistance or additional information about your company and its products or services?
10. Do you have processes in place to trigger immediate follow-up to these requests?

If you did, you are on the right path to more leads; faster, higher-volume sales; happier customers; and increased prospects.

If you feel your website needs improving, why not nominate someone in your organisation to drive this project? **Certificates III and IV in Business offer numerous units to assist the staff member in technology, databases, complex documents and managing projects, in order to tackle this task competently. These qualifications are Australian Government funded across most states of Australia, meaning employers are paid \$4000 for each person who completes. It is a financially viable and profitable exercise. Contact us today for more details.**

## 6 ways to passively ask for a referral

*"Combine the dual qualities of empathy and ambition in every sales relationship."*

Do you know why the majority of sales staff do not ask for referrals on a consistent basis? Maybe they are cowards. They fear rejection or the worry that they'll be seen as too pushy or aggressive or they think the customer won't like them ... and maybe even stop doing business.

Touch a chord? Referrals are the single most powerful way to increase sales. Referrals are a lot easier to close because there is a degree of affinity. And they close in less time because the trust level is higher. But above all, they close at a much higher rate; as much as 70%.

It's okay to be a coward - that's human. It's not okay to NOT ask for a referral. That's foolish.

All you need to do is develop a referral system that is more passive in nature; one that quietly, discretely asks for a referral. Asking directly is still your best bet, but in the meantime, here are six things you can do to get the referral ball rolling.

1. **Send an email** – this is a fast, simple way. In the subject line, use the customer's first name and write "Michael, I need your help." The message should reference your business relationship and then explain your request.
2. **Ask in your email signature** – e.g. "Referrals much appreciated and welcomed."
3. **Send a letter** - A letter is much more tangible and distinctive than an email because the customer has to interact with it by opening it.
4. **Send some business cards** - People don't mind giving a referral if they are absolutely confident in the services you provide. It makes them look good.
5. **Send a post card** - It's a little more casual and gets attention.
6. **Send a fax** - There is something about getting an 'old fashioned' fax that catches the eye. Like a vintage car, we tend to look twice.

**What is your strategy in asking for a referral?**

### Claim a commencement bonus NOW simply by booking your staff training!

Book an enrolment date with us and you will receive your bonus...

Receive up to \$1000\* depending on your staff numbers.

This bonus is yours to keep personally or at your discretion and only available for Australian recognised qualifications.

**Double your money!**

Do you qualify for a completion training bonus as well? Motivate your staff through the process and achieve 90% or more of staff completions and you qualify to receive another bonus.



\* Contact us - Target Training for details.

*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.*

