



intouch

Welcome to our Autumn Edition

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

This edition is all about driving sales through 2013 by focusing on training your staff in technique. It means learning about your staff, as far as their key strengths lie, and diverting their energy into tasks that tap into this. We have a very special offer on Certificate IV in Business Sales with more information over the page.

Finder, Minder or Grinder...What's your Sales Style?

Different sales people have different selling styles! Certain styles and approaches succeed in various environments. Assessing your teams' personal sales style can help you maximise company performance.

Although sales personalities aren't always black and white, there are three primary sales styles.

- **Finder**--They live for the thrill of the hunt. They're aggressive, competitive and impatient with paperwork. As soon as a sale is clinched, they're looking for the next conquest.
- **Minder**--They're a people-person and a relationship builder. For them, the sale begins at the time of the close. They take pride in providing strong customer service.
- **Grinder**--They're relentless and get the job done through sheer perseverance. Rejection doesn't wear them down. Repetition doesn't bore them.

Which sales type are your customer service staff... a Finder, Minder or Grinder? Whatever the case, once you've identified the predominant sales styles; consider how it impacts your business. Over the page...let's look at how we can benefit from each of these sales styles to maximize sales results in 2013.

We now have NEW qualifications available on our scope:

**Certificate III in Hospitality SIT30712 and
Certificate IV in Hospitality SIT40312**



ORD MINNETT



Welcome to our new clients...

- Mortgage Kingdom
- Grand National Concierge
- Community Lifestyles Agency
- Ord Minnett
- IWS
- Half Day PA
- Nambour Exhaust Centre
- ABC Dental Centre
- Artha Property Group
- Good Guys
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focused on your retail success

Benefiting from your Finders, Minders and Grinders...

"Telling is not selling; never make a statement if you can phrase it in the form of a question."

Knowing your sales style lets you find your strengths.

A Grinder excels in environments organised around high-volume sales calls. Does their job description compliment this? You may need to revisit this or renegotiate your staff's job description.

A Finder can acknowledge that service is not their strength. Their gift is acquiring new customers, not maintaining current ones, so make sure someone else has that responsibility.

A Minder will guard against spending too much time on service. Analyse their time and see how they're spending it. Do they need to get out of the office and sell more actively? Make sure they're leveraging customer relationships into cross-selling opportunities. Let all those satisfied customers know what else you have to offer.

You can use these sales types to assess your organisation. Most teams function best when its members' strengths compliment each other. If you only hire people that are cast in your own image, your workflow may be getting short-shifted. Maximise your sales today and every day by hiring a combination of all 3 sales styles and revisit their job descriptions in line with their strengths.

Great Expectations for Customers

"Treat objections as requests for further information."

Many Australian shoppers are frustrated with bricks and mortar businesses cutting back on staffing levels and training. By doing this, they are not giving customers a reason to go there. Businesses need to bite the bullet and have fully trained staff on hand that offer excellent service or pay the price.

There is enormous tension created between rising service expectations and the relatively high cost of the staff. Added to this, today's shopper unfortunately does want the world!

Internet-shaped expectations – as a result of instant Google search results and transparency of information on the web, customers instantly want to know everything about a product or service. They want to know what others honestly think, and they want to know if it is in stock right now.

International-shaped expectations – as a result of global businesses coming into Australia such as Apple, customers' expectations of service and staff knowledge have been escalated.

Australia needs to move quickly to match and exceed expectations of service in this current consumer-focussed environment. This will be the key to survival for many Australian businesses.

FUNCTION

Half price offer

Complete a double business qualification for \$2,500

1. Certificate IV in Business Sales BSB40610

Combined with a

2. Certificate IV in Business BSB40207

Your staff may qualify for Government funded qualifications.

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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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