

Nov / Dec 2013



Welcome to our Christmas Edition

"The establishment of a clear, central purpose or goal in life is the starting point of all success."

This edition is all about driving your business via planning and strategies so that you are working smarter as opposed to working harder. Some suggestions include revisiting your local area marketing and knowing your Leads / Sales / Fulfillment gaps in the business. Plus over the page we announce some new qualifications. Wishing you and your teams a happy and safe Christmas.

Optimise Your Business Potential

Whether you are just getting started in business, or you are a veteran and you have been doing it for a while, most business owners are not experiencing the level of success they truly want. Sure you may be very optimistic and may even come up with some very good reasons why you are not enjoying the level of success you ideally want, you have set your goals and you are taking the action to move you closer to achieving what you want. So why are things taking longer than they should?

Achieving success in business is about doing the right things, in the right order, at the right time. Here are some quick and easy things you can do to support your journey in business and help you achieve more momentum with less effort.

1. **Determine why you are in business.** Shift your focus from WHAT you have to do to WHY you are doing it, things will flow and you will attract more customers, more money and more balance.
2. **Knowing your L-S-F Gap** – Every business has a Leads gap, Sales gap or Fulfillment gap. Without leads coming into the business, we don't even come close to the opportunity of closing sales. Without sales there are no revenues, therefore there is no business. Fulfillment focuses on the delivery of your products or services and without it there is no follow-through in the business itself.
3. **Serving versus Selling** – We serve our customers rather than sell to our customers. Sales is the discovery of a match – if what you have to offer does not match what the customer needs or wants and vice versa, then generally a sale should not take place if you are in the business of serving.
4. **Value – It's all Perception.** When we are focused on selling we are always looking at how we can convince the customer of the value of something. Value is a perception, which means the value will be different for every single customer. Value tends to never be about the money. It's about the relationship you build, and it's about the experience you create.

Take some time to think about ways you can improve the perceived value wrapped around your product or service. Find out what your customers want, love and what's most important to them.

Congratulations to our recent graduates from Sunquest Industries who have worked hard to complete a Diploma of Business.



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The Value of Local Area Marketing

"As long as you persist, you will be successful."

Why do some outlets/work sites in a company perform consistently well, while others flounder? More often than not, the answer is that the successful business managers are very good at local area marketing. They are the ones who are always thinking and planning about what they can do to attract more customers and increase their brand awareness in the community, and putting those plans into action.

Local Area Marketing (LAM) involves identifying and implementing marketing opportunities in local communities by engaging positively with individuals, groups, organizations, businesses and local media.

A pro-active and sustained LAM program will increase the business manager's profile as a dynamic member of their community and will increase overall brand awareness of the organisation they represent, and its role in the community.

Other business managers who sit back and expect their head office to achieve everything for them tend to run their business into the ground very quickly.

As a guide, spending between 1.5% - 3% of turnover on your LAM is adequate, and arm in arm with a strong staff incentive program will help to drive the business.

Here are 5 of the best Local Area Marketing ideas...

1. Use your vehicle as a billboard – have it signed with your business details and park it in a prominent position wherever you tend to go.
2. Offer to present a talk to your local community group/chamber of commerce/local radio. By doing so you will be engaging with your local community and informing people about yourself and your business while building your brand.
3. Look out for opportunities in your community where you can donate goods or services to those less fortunate than you. The local paper is a good source of potential opportunities. Word will soon get around about your community mindedness.
4. Say 'yes' to community /sporting groups when asking for donations or prizes (within reason). Maybe offer to sponsor a local sporting hero.
5. Use quiet times in your business as an opportunity to promote your business. Get out in the street – hand out brochures! Think, plan and research local area marketing strategies and new ideas. Ask yourself how to get more business through the door. Ask others what works locally.

BSB30211 Certificate III and BSB40312 Certificate IV Customer Contact Qualifications now available



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

These qualifications are ideal for anyone working with customers in roles such as telemarketing, customer service or contact operations team leader roles.

- ▶ Some of the learning outcomes...
- ▶ Use multiple information systems
- ▶ Work effectively in customer contact
- ▶ Develop product and service knowledge for customer contact
- ▶ Schedule customer contact activity
- ▶ Address customer needs
- ▶ Collect, analyse and record information.

Contact us today for more information and Government funded options for these qualifications in your state.

Your Chance to Win a delicious Chocoholics Delight Christmas Hamper* **5 to be won!**

Tell us in 30 words or less how you think Santa Claus gets back up the chimney after delivering gifts to each household.

Email your response to info@targettraining.com.au by 5pm Monday 9th December.

**Staff and contractors of Target Training are not eligible to enter.*

New WHS units now available

**Are you looking at upskilling in Workplace Health and Safety areas of your business?
The WHS Act 2011 imposes a specific duty on all employers to protect the health, safety and welfare of all their workers and visitors.**

Some of the new units now available are:

- * **SITXWHS401** Implement and monitor work health and safety practices
- * **BSBWHS302A** Apply knowledge of WHS legislation in the workplace
- * **BSBWHS401A** Implement and monitor WHS policies, procedures and programs to meet legislative requirements

Contact us today for more details of these units and the qualifications they pertain to.



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