

July / August 2005

Welcome to our Winter edition

The secret of happiness is not doing what one likes to do, but liking what one has to do.



In this edition we have some very exciting news of our expansion opportunities, lucrative funding options thanks to the Australian Government, early bird offers for pre-Christmas training and we welcome our new clients.

Have you had a chance to visit our new website? It's the easiest way to keep in touch, as well as be informed of our special package offers.

This publication is targeted at keeping you In Touch. In Touch with the retail world, in touch with the latest techniques in developing your staff, and in touch with our very special training options and packages. It's too hard doing it by yourself, so fortunately there are alternatives.

Welcome to our new clients....

- Auto One
- Between the Flags
- Carpet Right
- Herd Bars
- Retravision
- Rhodes Shopping Centre
- SumoSalad

We are focused on your success.

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EMAIL: info@targetttraining.com.au, or visit our
WEBSITE: www.targetttraining.com.au

For an e-version of this newsletter, simply contact us at info@targetttraining.com.au

Wishing you successful trading.

Louise Targett

Finding and Keeping Good Staff

Do not fear going forward slowly, fear only to stand still.

Some recruiters go to great lengths to hire the right person. They may have a three-tier interview process, invite the applicant out to lunch, or insist the applicant sit for a test. But why all this effort?

Simple: The stakes are high when recruiting! Industry rule of thumb is if employers hire the wrong person, it costs them approximately three times their annual salary. By the time recruiters realise the wrong person was hired, opportunities are lost – loss of business, potential clients and momentum. Result: Recruiters are back to square one, looking for a replacement.

Effective recruitment starts with hiring the right people, and that means setting high standards for hiring – understanding what it takes for customer service success, hiring people with characteristics for success and giving them the training and tools required for them to help employers build their business.



John Yeoman has an extensive background in frontline retail, retail management and retail training.

He is most passionate about recruiting the right staff and introducing a culture of continued sales and service throughout all levels of the organisation.

John is our Sales Manager and can be contacted directly on 0402 095 506. John would be pleased to discuss a formalised induction/training program with your team of new recruits. Now that we are on the down hill stretch to Christmas it is timely to start thinking about this. If the right people were hired the first time, and offered comprehensive training and incentive programs, retaining staff would be easy because they will WANT to stay. We welcome your challenge!

Build your business on our success...

The secret of happiness is not doing what one likes to do, but liking what one has to do.

We are a highly successful and accredited training organisation specialising in the delivery of customised and nationally recognised qualifications, training materials and business audit processes.

Increasing demand and a growing reputation has created the opportunity for suitably qualified individuals to invest in their own business by leveraging off our systems and untarnished reputation in the Australian marketplace. In this way we can localise our service in all States and all regions around Australia, resulting in improved efficiency and effectiveness of our proven formula.

We offer....

- A complete range of learning strategies, workbooks and other important tools required for Australian recognised retail, frontline and business qualifications
- Access to Australian Govt. funding initiatives
- Fully customised manuals and session plans
- Mystery Shopping platforms, surveys and benchmark averages
- Proformas for business planning and retail audit processes
- And more including our unique hand-holding process (and training is our specialty!)
Contact our office for more exciting details!

Both new and existing staff can qualify for funding ...

Do not fear going forward slowly, fear only to stand still.

New staff and Existing staff are eligible for funding if they do not hold any other qualifications.*

New = (up to 3 mths full time/12 months part time)
Existing = (more than 3 mths full time/12 mths part time)

As an employer, you receive \$4,400 per person to pay for the Certificate III or Certificate IV level training, plus up to \$2,000 per person in other rebates.*

What qualifications do we recommend under this arrangement?

- ✓ Cert III Retail Supervision and Cert IV Retail Mgmt
- ✓ Cert III and IV Frontline Management
- ✓ Cert III Business (Sales)
- ✓ Cert II, III and IV Business
- ✓ Cert IV Business (HR and Small Business Mgmt)

Gather a list of staff names and send them to us. We will qualify their eligibility and recommend the appropriate training to fill the performance gaps and improve your bottom line.

All training and assessing is conducted on site in your workplace using our customised materials and high quality training.

Imagine....a highly skilled and knowledgeable team that has not cost you a cent out of your pocket. So what are you waiting for?

* According to the Aust. Govt. qualifying criteria.

Are you taking charge of change in your organisation?

If 2005 has brought about some changes to your organisation, it is time to ensure your team support the improvements to create a win-win situation. Our corporate package is focussed on awareness of performance, setting goals, and improving strategies that empower your team through strong leadership. **Three x 2hr dynamic workshops in your workplace with up to 20 team members is \$3,960...a special introductory price. Call us today for more details.**