

September / October 2005

Welcome to our Spring 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 spelled out the benefits of training your team. If you qualify for funding there is absolutely no reason to delay your decision. The faster the training commences, the greater the rewards for all involved.

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....

- 1st Digital
- Auto One – Kensington
- Auto One – Campbelltown
- Auto One – South Coast stores
- Cerrone Jewellers
- Kids Central
- Mansours
- Retravision/Homezone Bondi

We are focused on your success.

PHONE: (02) 9659-5313, FAX: (02) 9659-5314,
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

Queensland Expo a Success

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

The annual Queensland Franchise Expo was held in early August and was a huge success with reinforcing our business to both visitors and locals who came from as far as Cairns to review our business initiative.

We showcased as a way of implementing a national infrastructure in order to offer a more localised and more efficient service in all the regions and cities around Australia. By having franchisees operating each office, they are their own boss and can also feed off our national clients.

To be able to deliver Australian-recognised and customised training as well as our various audit measures efficiently is critical to us, in order to pass the savings onto our clients and yet still maintain that high quality service and consistency that we are known for.



We offer a complete range of learning strategies, workbooks and other important tools required for Australian recognised retail, frontline and business qualifications; along with many other tools and our unique hand-holding process. (training is our specialty!)

You are welcome to view our website with more details of our franchising opportunity if that appeals to you. Next month we look forward to introducing you our newest franchisees from Queensland and New South Wales.

Are you procrastinating about commencing the training?

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

There are too many reasons for you to go ahead with training your staff, not that we're biased!

Here's a simple 5 step process we follow:

1. Meet with us to discuss your staff needs.
2. Complete a Staff Qualifying Table to help us verify if staff qualify for funding.
3. We advise you on staff numbers that would be funded and estimates on income and timing.
4. We conduct an induction (10 min per person) to ensure they are fully aware of their commitment.
5. Training dates are set within the first 3 months of the induction to ensure your funding approval goes through and not delayed.

Some benefits to employees:

- They receive an Australian recognised qualification upon completion
- The training is done on the job
- There is no cost to them
- A more motivated team through the program

Some benefits to employers:

- Staff stay longer because they are being trained
- A more skilled workforce
- Increased efficiency and bottom line results
- Funding option through the Australian Government.

Ineffective Communication Makes for an Ineffective Manager

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

As a manager we are challenged to perform at our best, to use our talents and skills to the utmost and to invest our time in the things we value. It demands that we let go of the habits that hold us back, including the time we waste. We must first know how we spend our time and what habits are causing us to be less than we can be. We also need to clearly understand our goals and priorities and live accordingly. It's not necessarily easy, but it is extremely rewarding.

Ineffective communication is the most disappointing time thief of all, because it is so unnecessary. Poor listening and poor communication skills are responsible for a tremendous amount of wasted time as well as causing incredible problems - all unnecessary.

When you are delegating tasks, remember always to give clear and precise instructions. The task can be completed by a staff member as well or better than if you had completed it yourself, assuming you are very specific in clarifying your needs.

Do you have difficult team members? We have strategies that can help you deal with these people too! A special-handling approach is required to create a win-win situation.

We have many customised programs that will address these issues, and others, such as Time Management, Change Management, Goal Setting and Team Effectiveness. Workshops start from \$1200 plus GST for up to 20 people – ie. only \$60 per person. View our website for more details.

Pre-Christmas high impact training – it's now or never! It's not too late to book your workshop sessions pre-Christmas to maximise sales through the silly season! We recommend high impact 2 hour workshops on topics such as Customer Service Strategies, Selling in Terms of Benefits, Adds-ons/Up-sells and Minimise Theft. **Book 3 or more workshops for our special bulk discount rate of \$1200 plus GST per session all inclusive of workbooks, learning resources and equipment. Call us today with your preferred dates...but hurry...because Santa has started to load his sleigh!**