

Welcome to our Winter edition

*"Nothing great is easy." Des Renford..*



In this edition we are proud to announce the winners of the NRA Retail Rewards Program that I had the privilege of judging once again. Also in this edition there is more information on the Australian Government subsidies available to businesses.

We are Australia's leading sales and service training organisation committed to implementing world class professional and business development. Our goal is to match solutions that bridge the performance gap in your business.

This publication is targeted at keeping you 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.

**Quote for the month...**

**The Law of Reinforcement:** *"Any pattern of emotion or behaviour that is continually reinforced will become an automatic and conditioned response. Anything we fail to reinforce will eventually dissipate."*

Anthony Robbins

*We are focused on your success.*

P: 1300 736 005, F: (02) 9659-5314,

E: [info@targetttraining.com.au](mailto:info@targetttraining.com.au), or visit our website on [www.targetttraining.com.au](http://www.targetttraining.com.au)

For an e-version of this newsletter, simply contact us at [info@targetttraining.com.au](mailto:info@targetttraining.com.au).

Wishing you successful trading.

Louise Targett

Congratulations to the Winners!

*"Top Dogs often begin as Underdogs!"*

The National Rewards for Excellence was held on 16th June and it was fabulous to see both large and small businesses be recognised in such revered standing.

Congratulations to the following retailers, as well as all the finalists, young retailers and individual achievers:

- BCF Australia
- Billy's Outdoor
- Books Kinokuniya
- Bunnings Warehouse
- Calbre Clothing
- Canterbury Lace
- Country Road
- Deli Fresco
- EB Games
- Gloria Jeans
- Guggenheim Hair & Body
- Lenard's Poultry
- Michael Hill Jewellers
- Northies – Cronulla Hotel
- Ouch Waxing Studio
- Palazzo Versace
- Subway
- The Perfume Connection
- The Prop House
- V Pharmacy



Nick Loukas, MD of V Pharmacy, Qld, was suitably impressed after picking up two awards on the night: Innovation in Retail and Best Designed Store.

The Supreme Reward for Best Retailer was awarded to Gloria Jeans Coffees. This awards program is the largest national retail rewards conducted in Australia, presented by the NRA and sponsored by American Express.

## The Pain versus Pleasure Threshold

*"It is not enough to have a good mind; the main thing is to use it well." Oliver Cromwell*

Christmas is fast approaching and if your conversion rate and sales are not maximised, you may not survive through to next Christmas.

### Avoid these pains:

- X Cash flow problems
- X Customer complaints
- X Customer's shopping elsewhere
- X Sharp sales decline
- X Increase in debts

### Focus on these pleasures:

- ✓ Consistent sales growth
- ✓ Satisfied, loyal customers
- ✓ Challenged and motivated staff
- ✓ A fun workplace culture
- ✓ Qualified and knowledgeable staff

Did you know that both NEW and EXISTING staff can qualify for Australian Govt. funding? As an employer you could be eligible for \$4000 per employee to pay for the training. What qualifications do we recommend under this arrangement?

- Cert III Retail Supervision
- Cert III Business (Sales)
- Cert IV Business (Frontline Management)

Examples: 20 staff = \$80,000, 100 staff = \$400,000  
Every day you put it off, means a delay in \$\$\$ & sales.



**Contact us for a copy of our Staff Qualifying Table to confirm your eligibility incentives today.**

## Changing Workplace Behaviour

*"Things do not change, we change." Henry David Thoreau*

Are you spending time and money on training your team and not seeing results? Most likely it is because your team are not instigating what they have learnt, and without follow-up and reinforcement, the improvements are forgotten about within a very short time after the training and all is lost.

Here are some steps you could follow:

1. Decide exactly what the end result is that you are trying to achieve, eg. Increased sales per person, increased average sale, Increased conversion rate.
2. Attach an attractive incentive to the outcome as well as an enormous consequence to the non-compliance.

**It's not just pressure you place on staff by you, but pressure built up by themselves from within. It is human nature that we respond to pressure, so the consequence acts as a motivator to achieve the desired results. The greatest leverage you can create for your team is the pain that comes from inside, not outside. Knowing that you have failed to live up to your own standards for your life is the ultimate pain.**

3. Change the behavioural pattern, ie. *"If you continue to do what you have always done, you will continue to get what you have always gotten."*
4. Offer a replacement behaviour.
5. Ensure the alternative is permanent.
6. Monitor it for long term change

.....and enjoy the ride!

## Commitment unexercised wanes...

Is everyday a cat fight with gaining compliance and results from your staff? You must create a consistent pattern of pleasure associated with the new behaviour and unbearable pain to old behaviour, to force a new habit. We offer a 100% money back guarantee on our training. Don't delay results you deserve today.

