

## Welcome to our next edition

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



In this edition we expose our secret formula...the top 10 tips to closing more sales...backed by our 100% guarantee. Over the page we discuss how you can keep score by tracking the stats, as well as the terms 'training' and 'learning' to help you apply a winning formula.

Have you had a chance to visit our website? It's the easiest way to keep in touch, read about some of our clients and choose 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...

**Bruno from Greengold Garden Centres said the training "was like a boiled lolly for staff and we have noticed a difference in attitude on the job."**

***We are focused on your success.***

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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

## Sales Coaching...top 10 tips!

*"In business you get what you want by giving other people what they want."*  
*Alice McDougall.*

Coaching is a serious business. Your goal with coaching is results, results, results. And if you are keeping score, then the numbers do the talking! Before you employ the services of a business coach to improve your conversion rate, consider these top 10 strategies we apply every day:

1. Don't talk about yourself, products, or services for the first few minutes of any sales interaction.
2. Sell with questions not answers.
3. Pretend you're on a first date with your prospect. Get curious; ask about the other products or services they're already using. Are they happy? Find out what they really want.
4. Speak to your prospect like you speak to your family or friends, ie. Don't put it on, be yourself.
5. Pay close attention to what your prospect isn't saying, as they may be rushed, agitated, upset.
6. If you're asked a question, answer it briefly and then move on. Remember: this isn't about you; it's about whether you're right for them.
7. Only after you've correctly assessed the needs of your prospect do you mention anything about what you're offering.
8. Refrain from delivering the three-hour product seminar. Remember: this isn't about you.
9. Ask the prospect if there are any barriers to them taking the next logical step?
10. Invite your prospect to take some kind of action.



Tamara Sloper from our office is equipped to answer all your questions in this area. She can be contacted on 1300 736 005.

Our selling floor staff coaching formula is guaranteed to increase your conversion rate, and all you have to do is apply it! Please call us today. Remember: it's guaranteed, or your money back.

## Track the Stats for Accountability

*"If you stop getting better, you stop being good." Oliver Cromwell*

If you don't keep score while playing a game of tennis, you won't know if you need coaching.  
If you don't track your success as a salesperson in a retail store, you won't know how you are going.  
If you are a manager overseeing a team of people and not tracking individual success, how can you continue to do forecasts?

- ✓ The stats identify the performance and non-performance of a team member.
- ✓ The manager identifies the behaviours in terms of skills, knowledge or willingness to do the job.
- ✓ Effective coaching addresses the gap in performance.

### **A manager must never underestimate the negative impact of poor performance from a team member.**

It is very difficult to look at one week at a time and draw any valid conclusions. Similar to one mystery shop result...it doesn't paint a full picture. Monthly and quarterly results are encouraged in order to gauge a consistent pattern over time.

**If goals are set and achieved too easily, it's time to raise the bar or change the rules of the game so the challenge remains and everyone wins.**

So as a manager in your business, what are your KPI's, who are your best performers, and who are your non-performers? Is it time to implement performance analysis strategies? We design programs directly tailored to your KPI's and business classification.

Feel free to contact us for more details, obligation free.

## Training versus Learning

*If you are not learning today, you are not earning tomorrow.*

Managers have responsibility for developing their staff among a host of other activities.

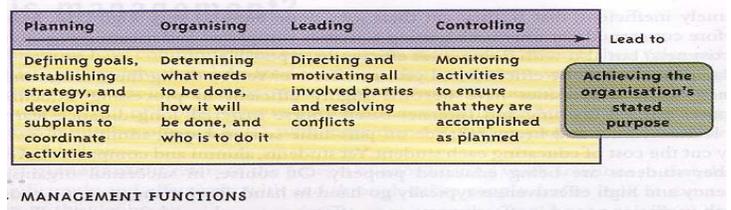
Training is instructor-facilitated and skills-based or knowledge-based, or a combination of both, so that there is eventually a change in behaviour.

Learning, on the other hand, is a self-directed, work-based process leading to improved results in a specific environment. Individuals 'learn to learn' and possess the capabilities that enables them to do so to help the business to build and retain competitive advantage.

**There are limitations to either one isolated, and therefore both of these combined with evaluation provides for a very powerful recipe.**

We start by looking at the gaps in performance, per person, per category, per store or overall. Learning objectives are set and training in a combination of forms follows. Monitoring the actions to ensure the new learned skills are applied ongoing, is a critical step in achieving business goals. Below is an example of this process that may be applicable in your workplace.

Call us today for an obligation-free appointment.



## Our Guarantee to You

Did you know we offer a 100% money back guarantee on our services? This means that we deliver what we promise and stand behind it. In real terms it could be our high quality training, it could be our quality learner's guides, it may mean an efficient response back to you, or maybe the achieving of your results. We can start by setting some goals with you and designing a strategic learning plan around it.

**We would be happy to design a program tailored to your business and staff needs.**