

Welcome to our Spring edition

"Nothing great is easy." Des Renford..



In this edition we advise of the critical skills shortage that is affecting the retail industry, and what employers need to do now. Over the page we discuss effective training techniques to consider for your next team meeting, plus your last chance to book pre-Christmas training.

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 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...

"This is what knowledge really is. It is finding out something for oneself with pain, with joy, with exultancy, with labour, and with all the little ticking, breathing moments of our lives, until it is ours as that only is ours which is rooted in the structure of our lives."

Thomas Wolfe (1900-1938)

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.

Wishing you successful trading.

Louise Targett

Train Now to Avoid National Skills Shortage Affecting Your Business

"Do not fear going forward, fear only to stand still"

The Australian Government and employers are working together to address the expected shortfall challenges by developing strategies and policies to utilise the skills of all Australians.

As Australians face an increasingly limited labour supply they will need to be flexible in the way they recruit and retain workers, and consider workers from all groups to stay competitive and economically viable.

A recent study by the Australian Government confirms that the workforce of the future will be more diverse and will consist of older workers, more parents, more people with disabilities and more people wanting to work part-time.

Action must be taken now by employers, government and individuals if Australia is to have a skilled, available workforce to meet the future needs of our customers.

If training is not a high priority then growing your business is not on your agenda. With the current slowing retail economy it makes no sense that training would not be on any employer's agenda.

Retail is the largest employer of people in Australia. Employment growth is expected to grow strongly with more than 150,000 new jobs to be created over the next 5 years. The largest occupation is Sales Assistant with about a half a million people employed.

Retail has a high proportion of workers who do not hold post school qualifications (almost two thirds) and these team members are ideal to have complete a Certificate III in Retail Supervision or a Certificate IV in Frontline Management. If you are an employer, did you know that you receive \$4000 per team member who qualifies? Call us today if you would like to receive your first Government incentives as well as quality training in time for Christmas.

Congratulations to the team at Auto One Waitara who have recently completed Cert III in Retail Supervision. They will be rewarded next month with their official Accreditation.



Is your training being applied in the workplace?

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

A high proportion of training does not get used in the workplace.

Training Magazine in the USA annually publishes results of surveys of the training directors of Fortune 500 companies. These training executives who collectively spend billions of dollars on training each year admit that no more than 12% of that training is still being used 12 months later.

Some reasons why:

- Because learning may have been experiential, ie. You took them abseiling or rock climbing believing that they will work better together as a team.
- Because you told them to apply the learning immediately. It all depends on how much was absorbed in the training because learning styles vary from one learner to the next.
- Because you gave them structure in the training rather than letting them create their own structure.

How do we like to go about it? We would like the opportunity to conduct a skills audit & gap analysis to find out what kind of learners your staff are and tailor the learning experiences to make learning more effective for each of them. Give the participants the group training sessions and use experiential learning as examples for group discussion.

Contact us today, so that we can make this happen for your team and gain performance improvements.

Turning Shared Experiences into Learning Outcomes

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

How do you explain to participants at refresher training or team meetings that although you realise they know it all, it is still important that they be engaged in the training so that they apply the learning?

Easy! Take the every day into the learning environment. It's easier to do this rather than racking your brain to come up with a new game.

Examples are:

- people who live in the same street, and paint a picture of the house they live in and the car they drive
- body parts – now this one can become interesting!
- Goals, plans, dreams – because we all have them.

By building activities that are based on experiences that the audience is likely to have shared, they can engage and relate to it. Few participants won't have experienced the problem faced in the everyday scenarios.

Ensure you adapt it to your environment, climate or local area, so that your team can really place themselves in the situation.

The learning becomes a new and enjoyable shared experience. Back on the job, they will smile to themselves when they reinforce the learning and relate it to the scenario. It is a great way to reinforce and extend the didactic learning that occurs through workshops, reading and research.

Maximise Sales pre-Christmas

Buy 4 Get 1 Free

2 hour high impact workshop sessions for your team to maximize sales over the silly season.

1. Customer Service Principles
2. Steps of the Sale
3. Selling Solutions
4. Handling Difficult Customers

\$6,000 plus GST all inclusive of workbooks, equipment & certificate of attendance....held in your workplace.

