

Welcome to our New Year edition

"Character is made by what you stand for, reputation, by what you fall for." Robert Quillen.



In this edition we help you to start the year off with a bang! Set some serious business goals and increase your staff accountability, from what they say to their efficiency on the job. Plus for you – see the Effective Leadership Self-Check over the page. Take action now!

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 and we support this with our 100% money back service guarantee.

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.

Welcome to our new clients...

- Bally
- Eckersleys
- Shady Haze
- Wild Surf Co.
- Westfield Hornsby

We are focused on your success.

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

E: info@targettraining.com.au, or visit our website on www.targettraining.com.au

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

Wishing you successful trading through 2007.

Louise Targett

Are your Christmas Customers Coming Back?

"It's not the cards, it's the way they are played."

Creating a positive shopping environment gives customers something to talk about. As customers we only remember the really great and the really poor customer service experiences, while everything else falls into insignificance. Let's hope your customers; and especially your Christmas first-time visitors tell their friends and family about the positive shopping experience they had with you.

Here are some positive communication tips to offer your staff:

Don't say...

➤ **"I don't know"** – There isn't a thing you can't find out, outside of sensitive and financial information. Why not say "That's a good question. Let me find out for you."

➤ **"We can't do that"** – Alternatively you could say "That's a tough one; let's see what we could do."

➤ **"No" at the beginning of a sentence** – This conveys total rejection instead of a positive response. A better response could be "We aren't able to refund your money, however we can replace the product at no charge."

We have a range of non-accredited workshop sessions that will address these concerns.



Congratulations to the 10 graduates at Blackwoods Smithfield who completed Certificate IV in Business (Frontline Management)

Performance Measurement

"People ask you for criticism, but they only want praise"- S. Maughan

The value of coaching is best measured in the workplace, considering it impacts on the bottom line and other business goals.

Leadership styles that are oriented towards a fear of engagement and denial of responsibility or an aggressive command and control approach, will work against you in achieving company goals and developing good staff relations.

Effective coaching is that which occurs within an obvious context of a shared vision, and mutual understanding of corporate objectives, organisational values and performance indicators over the long term.

This is where our experienced performance consultants assist managers overcome any discontent and show them how to become effective coaches. In this way there is a direct link to business productivity.

Aligning business outcomes with employee needs, while addressing their performance imperfections via the activity of coaching, gives leadership meaning and challenge. We can assist you with comprehensive business audits as well as individual staff on the job.



Congratulations to a team of 5 dedicated people at Auto One Kensington who have recently completed Cert III in Retail Supervision.

Are you an Effective Leader?

"Most people die with the music still locked in them!"

Effective leadership and organisational growth go hand in hand. Here are 10 self-check tips to get you started...

1. Know yourself and your strengths and weaknesses.
2. Know the purpose of your leadership – is it meeting a personal need?
3. Know your business holistically
4. Create clarity, focus, and simplicity
5. Strive for capability amongst your team
6. Be fully present by really listening to your team
7. Ensure enlightenment in everything you say and do and match these with the needs of the people you are leading
8. Establish and maintain standards while being fair and consistent so that the challenges we set lead to results.
9. Build bridges of understanding so that your team can succeed.
10. Face reality and deal with it – take full responsibility for the results, honor your intentions and consider how you could improve next time.

Do you need to brush up on the skills and knowledge required to communicate with others effectively, delegate to team members, coach others in the workplace, prioritise your responsibilities or mentor to team?

Consider an Australian Recognised Qualification:

- Certificate IV in Business
- (Frontline Management), or
- Diploma of Business (Frontline Management)

Email us today at info@targettraining.com.au if you wish to receive more details.



Free Introductory Workshop Session*

Are you having trouble motivating your staff to carry out their job tasks? Do your team support innovation and change and contribute to continuous improvements in the workplace? If these are issues to you, consider our high impact 2 hr session "Motivate, Innovate or Stagnate". We'll give it to you complimentary, with every group of 7 or more staff you sign up for training and assessment using the Australian Government subsidies!

