

Welcome to our Year End Edition

"Little things make for perfection and perfection is no little thing."



This edition is all about establishing performance needs by understanding today's customer. Develop your business and your team with an ideal learning and development environment, an on-line presence and a powerful customer service strategy to meet your performance indicators month in and month out.

As Australia's leading sales and service training organisation, we are committed to implementing world class business development programs. 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.

Here's a thought for the month: Is your product the best at anything worth measuring? (Consider your key performance indicators)

Welcome to our new clients:

- **Bias Boating QLD stores**
- **Kelly's Supplies**
- **Lush**
- **Petbarn QLD stores**
- **Spence & Lyda**
- **Unleash Books**

We are focused on your success.

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

Wishing you successful trading.

Louise Targett

The Ideal L & D Environment

"Top cats often begin as underdogs."

Here are 6 elements to consider when establishing a learning and development environment in your workplace....

1. **Desired training outcomes** – for accountability and to consider factors such as legislation
2. **The quality of training** – consider mode, style and trainers in meeting learners' needs
3. **Unlimited learning culture** – recognise competency and avoid illegitimate practices
4. **Nationally accredited courses** – encourages consistent standards and measurable job competencies
5. **Workforce planning** – innovative recruitment and retention is paramount and your organisation's performance demonstrates the success of these initiatives
6. **Stakeholder collaboration** - the strength of the relationship between your organisation and the training organisation.

In summary, company performance needs are addressed through training and development initiatives. The rest is up to you. Could you identify specific areas where you could achieve gains in effectiveness, in your organisation?



Congratulations to the Petbarn Management team who recently graduated with a Certificate IV in Business (Frontline Management)

Outsmart your Customers

"A teacher doesn't teach until a student is ready to learn"

Excellence in customer service has not been about asking "Can I help you" since the 1980's. In those days all we had to do was open our doors, turn our lights on and smile brightly to make a good first impression.

The X and Y generations (those that are aged up to mid-40's) are leading the way with browsing the internet and word-of-mouth recommendations as the easiest way to cut through the clutter and make a buying decision. These customers are more sophisticated and informed and definitely only want help when they are ready for it. These customers know what they want before they even arrive into your store.

So rather than the predictable "How may I help you?" greeting, why not try this method... Casually pass them by as they enter the store, and say "Good Morning" or other suitable greeting. It's important to not face them head-on at this point because it is too confronting.

Immediately after the greeting keep busy doing something else, giving them time to browse. Keep your eye on them though, as their body language should indicate when they are ready for assistance.

It is at this moment that you can confidently approach them and ask them questions to confirm their needs. Your job now is to match their needs with products / services that you sell.

Need assistance in getting your staff to do this, each and every time? This is our specialty... for more details www.targettraining.com.au or 1300 736 005.

Go Online to Woo the Customer

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

50% of Australian shoppers now research their purchases online before going to the store to buy (source: Australian Centre for Retail Studies). The report confirmed that the internet is used early in the discovery process therefore holding a vital role in early influence over shopper's final purchase.

The big three reasons these shoppers are using the internet were primarily for research, to compare prices and for convenience.

Therefore when a customer enters your store, first impressions has become even more critical. Approximately 90% of the first impression that people form of each other are based on posture, facial expressions, tone of voice and appearance. That means the quality of our sales and service staff means more than ever before.

Average staff barely meeting customer expectations is not enough in business today. To win a customer for life, consider setting individual targets for your staff and recognising them for their efforts. Team managers need to be trained in coaching their team to meet their goals.

Measuring customer service is important, however, driving store sales via individual targets is directly linked to excellence in customer service and growth in sales is inevitable.

We offer accredited and non-accredited programs for team leaders and for frontline staff. We align the training to your company standards and set workplace challenges in line with your goals to ensure a win – win result.

Competition...Why your business needs training

Do you have motivated managers that are calling out for team training? Now is their chance to be heard! Ask them to write to us in 100 words or less, what skill or knowledge they believe their team needs in order to meet their performance goals.

Email their entries to info@targettraining.com.au and we will judge the results. The winner will receive three hours of non-accredited workshop-style training for their team choosing from a wide range of topics.

Entries must be emailed to us by 30 June 2008.

