

March / April 2009

Welcome to our Autumn Edition

"Satisfy the deep subconscious needs of your customers – to feel important, to feel valued, respected and worthwhile."



This edition is all about working smart not hard and maximising profits along the way. We discuss driving sales through staff training and recruiting the right people to work with you. Jim Collins, author of 'Good to Great', once said "Get the right people on the bus and the wrong people off the bus."

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:

Self responsibility is the core quality of the fully mature, fully functioning, self-actualising individual. Refuse to make excuses or blame anyone for anything.

Welcome to our new clients...

- Globalize
- Harris Farm Markets
- PTW Law
- Petbarn Blacktown / Northmead
- Petbarn Peakhurst
- Poolwerx

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

Drive your sales with the new Cert IV Business (Sales)

"Approach every customer with the idea of helping him or her solve a problem or achieve a goal, not of selling a product or service."

Maximise your sales fully paid by the government. You receive \$4000 in government subsidies for each person you put through this course. The course is completely self funding with as little as 6 staff, and in fact, any more than that and you make a profit.

Boost your sales for 2009 through government subsidies and staff competence combined.

This qualification is ideally suited for those in a sales-oriented role (any industry). Every unit is focused around building client relationships, identifying sales prospects, addressing customer needs and maximising sales.

Combined with our money-back guarantee on the quality service we offer, and the government subsidies you receive, this opportunity is too good to be true in these turbulent economic times.

We can enrol your staff immediately to kick start your government subsidies.



Congratulations to our recent graduates from Bias Boating Parramatta who received their Certificate III in Frontline Management. Lookout in the next edition for more Bias Boating graduates.

Managing Staff in a Recession

"Spend 80% of your time focusing on the opportunities of tomorrow rather than the problems of yesterday."

Organisations need to retain and develop their team to meet the demands through and after a recession.

Managing reductions in work teams and choosing who stays and who goes is a tough job. While some organisations intend to take advantages of the bounty of talent that is now in the market, most will struggle with the challenges of selective hiring while letting others go.

Initiatives that centre on retaining and developing your team, include purchasing necessary technology and maintaining the employer brand, as these generally come under greater scrutiny during these times.

Here are 8 tips in a downturn:

- Be sure you understand the competencies you need to execute your business goals
- Eliminate all non-core work to retain a profitable business
- Retain and engage top performers within core functions – think who will add value and who is hard to replace
- Communicate, communicate, don't let people think the worst
- Take advantage of talent that becomes available on the market
- Look for leaders, not just doers
- Listen to employees, harness every person's ideas and enthusiasm about how to use the situation to become better, and most important
- Use the downtime for training and development to become more productive.

The Benefits of a Recognised Qualification

"Obstacles are what you see when you take your eyes off your goals."

There are so many benefits to both employer and employee. Here are just a few to get you thinking...

Employer Benefits:

- Training can be fully funded by the Australian government
- Our training fees are lower per head than government incentives which means there are additional funds for staff that do not qualify for funding, or other services such as mystery shopping, for example.
- 37.5% of the incentive you receive is paid up front (during first 3 months) by the government so you have cash flow to commence the training.
- If staff leave at any time through the program you do not have to return the first government incentive (\$1,500pp) to the government and you can receive a percentage of the final incentive (\$2500pp)

Employee Benefits:

- You gain a nationally recognised qualification upon completion.
- You complete the qualification while on the job, not infringing on your personal time
- Your employer is paying for the training that would normally cost you hundreds through TAFE or other institutions.
- There are no tests/exams.
- You receive professional and personal development via group training and one-on-one coaching with a highly experienced trainer
- You gain more confidence and self esteem and it is highly motivating too!

Train the Trainer to keep costs down

Have you considered training your team leaders and managers, so that they can focus on training your remaining staff? Even better if you can have it paid for by the Australian Government.



Certificate IV in Training and Assessment can be funded by the Government if those you want trained are based in ACT or South Australia. Plus there is an additional pocket of funds (available across all states) if you wish to train someone who is currently unemployed. Once they complete the course you then employ them.

There is a qualifying criteria for access to all government subsidies, so contact us today on 1300 736 005 or email info@targettraining.com.au for more details if you wish to take advantage of this.