



Welcome to our New Year Edition

"The establishment of a clear, central purpose or goal in life is the starting point of all success."

This edition is all about preparing your business for the new year. Consider setting goals, managing your time effectively, applying the principle of continuous improvement systems and growing your sales despite the barriers you may have come across last year. There is nothing holding you back now, with the start of a new year and the fresh ideas you have and positive outlook you hold. We look forward to helping you achieve these goals...

What is your Big Hairy Audacious Goal for 2010?

With the start of a new year, typically comes the rollout of some new goals. They could be both personal and business related. When it comes to business-related goals there are 3 key areas that your goals or objectives could be centered around...

1. **What you can be the best at** – You need to be sure that your organisation has a unique selling proposition in its offering of products and services so that it can be Australia's best, or even better, the world's best! Will your products / services stand up to this pressure? How do you rate against your competitors?
2. **What you are truly passionate about** – Your persistence and enthusiasm will not last long if you are not really passionate about the products / services you are selling. Your passion and energy needs to be so strong that it withstands the challenges that are posed and this passion 'infects' other individuals in your organisation in a positive way.
3. **What drives your economic engine** – Financially the products and services that you are selling must be financially viable. That means profitable, amongst other key performance indicators you may set. You need to be in a healthy cash flow situation so that incoming sales are servicing the outgoing expenses. Will you be able to retire comfortably from this business? You need to be sure that the numbers stack up for you.

The combination of all 3 goals will assist you to set your Big Hairy Audacious Goal. Start by setting a conservative and realistic goal; now double it! What do you need to do to achieve it? If your motto is "whatever it takes" then you are half way to achieving your goal...



About Life working hard in group activities

Welcome to our new clients...

- Bossley Park Nursing Home
- Bridal Secrets
- Harvey World Travel Warnambool
- Harvey World Travel Torquay
- Lowes
- Natuzzi
- Ross Trewin Soul Pattinson Chemist
- Sugarfix

TARGET
TRAINING

focused on your retail success

Continuous Improvement Systems for success

"Only undertake what you can do in an excellent fashion. There are no prizes for average performance."

The concept of continuous improvement systems was founded by William Deming in 1940. His concept could be summarised as:

$$\text{Quality} = \frac{\text{Results of work effort}}{\text{Total Costs}}$$

When people and organisations focus primarily on quality, quality tends to increase and costs fall over time. However, when people and organisations focus primarily on costs, costs tend to rise and quality declines over time.

Deming advocated that all managers need to have what he called a System of Profound Knowledge. Here are some of his insights...

- Create constancy of purpose toward improvement of product and service with the aim to become competitive and stay in business, creating jobs.
- Eliminate the need for inspection on a mass basis by building quality into the product.
- Move towards a single supplier for any one item, on a long-term relationship of loyalty and trust; as opposed to price tag.
- Improve constantly to improve quality and productivity, and thus constantly decreasing costs.
- Institute training on the job and a vigorous program of education and self improvement.
- Break down barriers between departments as everyone must work as a team, to foresee problems of production.
- Put everyone in the company to work to accomplish the transformation. Every activity and every job is part of the process.

Selling your Services in a Tough Market

"The future belongs to the competent. It belongs to those who are very, very good at what they do. It does not belong to the well meaning."

For those who have been in the selling profession for a relatively short time the recent downturn in the economy must have been a real shock, and those of us who have been selling for well over a decade or two have probably forgotten what it's like to sell in a tough economy.

Buyer Behaviour – buyers are under pressure to save money and to maximise the service received for every dollar spent. This means they often go for the cheapest option without considering the repercussions. They prefer to deal with people they know, trust and have had dealings with.

Traits of top sales people...

- **Thinking Positive** – With the amount of negative feeling present during an economic downturn it's a pleasant experience for buyers to deal consistently with someone who has a positive disposition.
- **Thinking Growth** – Top sales people think growth and increase the volume of sales calls for both clients and prospective clients. Proposals are written creatively with the focus on selling the solution and saving the buyer money. They focus on value, reliability, security and peace of mind.
- **Working Smart** – They concentrate most of their selling activities on key clients. These 20% of clients will bring in 80% of sales. Meetings, calls and emails are reduced for all other clients.
- **Strategic Focus** – Top sales people have positioned themselves as a trusted advisor for their clients. A reliable, knowledgeable confidant.

NEW YEAR'S RESOLUTION: 5 Time Management Strategies for Busy Managers...

- Honestly evaluate the individual strengths and weaknesses of your staff
- Schedule meetings in blocks instead of randomly or individually
- Schedule specific times to return calls each day
- Be exceptionally clear when delegating tasks
- Schedule quiet time every day and enforce it religiously

Tip: Keep this list handy so you can refer to it daily, until it becomes second nature.

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.

We are focused on your success.