

Jan/Feb 2013



## Welcome to our New Year Edition

*"Think of yourself as a resource to your clients; an advisor, counselor, mentor and friend."*

This edition is all about the starting out the new year on the right foot and going forward with clear direction. Focusing on customer needs and adapting your brand and your business to those needs will be critical.

### Charm your Customers or Risk Being Bitten!

2013 is the Year of the Snake, according to the Chinese. Snakes are extremely analytical, effective at getting the things they want, even if it means they have to scheme and plot.

Sounds like someone you know? The customer of today fits this description. They are influenced by friends, they do their research, and they expect both a great deal and preferential treatment. So we need to charm them or risk being bitten! Here are 8 tips to consider...

1. **Be Personal** – treat them as an individual not a number.
2. **Be Open** – transparency in manufacturing, supply and pricing to build customer loyalty.
3. **Be Engaging** – retail is moving from highly transactional to highly engaging.
4. **Be Generous** – with the value offered, convenience, swift delivery times, terms, and return policies. Rule of Thumb: less fine print, fewer questions asked.
5. **Be Distinctive** – in both positioning and product. An incredibly sharp point of difference is needed to survive 2013. You cannot build a company if everything you have is cheaper somewhere else.
6. **Be Fresh** – Evolve your brand with innovation and newness is needed to keep customers interested.
7. **Be Uncomplicated** – simplify the offer and transaction. Point out your "Top 10's"
8. **Be Responsible** – offer the same experience face-to-face as the internet offers to charm the customer into buying and returning time and time again.

We now accept Paypal as an easy form of payment.  
Simply log into our website and click on the Paypal symbol.

[www.targettraining.com.au](http://www.targettraining.com.au)

#### Welcome to our new clients...

- Cathay Community Association
- Buchanan Legal
- Internet Marketing Advantage
- Sunny Coast Above Ground Pool Installation
- Goodwin Performing Arts
- Tewantin Noosa Golf Club



TEWANTIN NOOSA  
GOLF CLUB

Cathay Community Assoc. Inc.



TARGET  
TRAINING

focused on your retail success

## 7 Steps to Streamlining Processes in your Business

*"Resolve in advance to persist until you succeed, no matter what the difficulty."*

It makes sense to limit the number of steps in any process, thereby decreasing complexity. How do you simplify a process quickly and easily? Here is a step-by-step approach:

- 1. Map out the current process and ask yourself if there is a better way.** Be willing and open to the possibility that your current approach is wrong.
- 2. Define the current reality clearly.** Be absolutely honest with yourself and your team about what the situation is - exactly as it is today.
- 3. Re-organise the process** so that it should become obvious where and how you can re-organise it. Processes and functions often evolve over time:
- 4. Restructure your resources** and distribution channels to where you get the most results. Look for the places where 80% of the problems or opportunities come from 20% of the causes.
- 5. Re-engineer.** Look for newer, cheaper, faster ways to do certain activities and processes
- 6. Eliminate all Non Value-Add activities** including waiting times; and outsource non-core tasks.
- 7. Implement control plans** and Key Performance Indicators for measurement.

## Change Management: 3 Ingredients for Success

*"The most powerful and predictable people builders are praise and encouragement."*

So what makes one a successful driver of positive and intentional change?

### 1. Personality and Individual Differences.

Different people have different levels of reluctance, enthusiasm, or may need to know details and timelines. Some really do need to know the "big picture" before they can work with the details - for others this is mere padding, and they want to work with smaller chunks of information.

**2. The Change Cycle.** A four-phase model of **denial, resistance, exploration** and **commitment** is a simple but effective indicator of reactions to change by individuals or groups. Good planning, preferably with a series of SMART (Specific, Measurable, Achievable, Realistic and Time Framed) goals will ensure that people interpret unplanned change in a positive way. We must engage with this ourselves however and accept that it is up to the leader to take those first, concrete steps.

### 3. Running a Communication Project.

Communication should be supplied in terms of "**lots and often**". There must also be **variety**. No one method is appropriate, effective, nor reliable.

**Make the changes you believe are required in your department or business to achieve your new year goals.**

**Receive \$4000 for every New staff member and \$3000 for every Existing staff member for a Certificate III or IV level qualification**

**Allow us to qualify your staff for Government funded qualifications in Business, Finance, Management, Administration, Small Business Management, Frontline Management, Sales and Retail. All training occurs as appropriate to your needs, such as workshop sessions, one-on-one, distance or e-learning.**

**All courses can be tailored to your business procedures and objectives.**

**Contact us today on 1300 736 005 for more details.**

*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.*

THE  
C  
O  
U  
N  
T  
Y  
O  
F  
T  
R  
A  
I  
N  
I  
N  
G

