



ARE YOU CONCERNED ABOUT REACHING YOUR SALES & PROFIT TARGETS THIS XMAS?



Recruiting the Right Team for Xmas

Your team could be your greatest asset or greatest liability at Xmas. It is the way we select the right people and managing them in the right roles that makes us successful retailers. Consider this workshop to give you some tips on how to recruit right the first time. You will examine techniques to identify what qualities we actually want in our people and how to market to the right potential applicants. Finally we highlight ways to save you time in the recruitment process and ensure your team is set up for success.

- *Identifying what you want from your people*
- *Defining who you are looking for*
- *How to attract the right people*
- *Great interview questions to ask*
- *How to save time in recruiting – telephone and group interview techniques*

October 16th

9am - 1pm

Early bird price \$99

Normal Price \$120

Xmas Selling Skills for Success

Reigniting your teams focus on professional selling techniques could be the difference between an average and outstanding Xmas trade. Retailers who make every customer experience efficient, relaxed, professional and memorable will clearly come out on top. Is your team equipped to do this every time? Consider brushing up their skills and refocusing them on high standards of customer service before your best trading opportunity has passed.

- *Customer expectations – how do we meet and exceed*
- *Professional skills & the steps of a sale*
- *Managing and closing the sale*
- *Possessing a positive attitude*
- *Add value to your business by building a relationship*
- *Encourage your customer to return to your business*
- *Knowing your product*

November 13th

9am - 5pm

Early bird price \$99

Normal Price \$120

Create Impact with Xmas Visual Merchandising

Explore the elements of effective Xmas merchandising and how first impressions impact on customer numbers at this busy trading time. In this dynamic session ARA Specialist Trainer Kevin Hennah – as seen on Channel 7 My Business, offers countless easy to achieve ideas aimed at maximising sales and traffic flow. Learn simple skills to:

- *Create dynamic shop front impact*
- *Make your store stand out from the crowd this Xmas*
- *Build professional Xmas displays*
- *Maximise your traffic flow and best sellers*
- *Effectively use ticketing to promote your product*

November 13th

9am - 5pm

Early bird price \$99

Normal Price \$120

Marketing to Drive Xmas Sales

This practical workshop open doors to creative marketing concepts for retail businesses this Xmas, allowing you to develop plans to promote your business to key target markets that are going to drive sales and ongoing business opportunity. Get the customers you want this Xmas by learning techniques on how to:

- *Understand the marketing needs of your business this Xmas*
- *Develop a marketing toolkit for Xmas*
- *Planning your marketing calendar for Xmas and Sale*
- *Drive return from your investment into your Xmas product and promotional dollars*

November 14th

9am - 1pm

Early bird price \$99

Normal Price \$120

Minimise Your Theft at Xmas

An effective Xmas loss prevention strategy is crucial to ensuring you minimise your losses with the increased traffic flow and distractions. This tailored Xmas loss prevention course will arm your staff with the skills they need to:

- Identify potential shrinkage opportunity
- Set up a Xmas loss prevention strategy
- Manage instore security procedures
- Manage apprehension of shoplifters
- Manage internal security

November 14th

9am - 1pm

Early bird price \$99

Normal Price \$120

Fish for Xmas Success

You may have heard of the power of the Fish workshop – well Xmas is the time to experience it in your own team. Consider reigniting your team's passion for service and an attitude to 'being there' for your customer with this dynamic presentation of the Fish concept. Enjoy the undoubted success that other participants have had from taking valuable initiatives in attitude adjustment and approach to service back into their retail businesses. Learn techniques on:

- Choosing your attitude
- Being there for customers in every way
- Creating a fun and dynamic retail environment
- Using service and customer experience as your unique point of difference
- Loving what you do every day in Retail

November 27th

9am - 5pm

Early bird price \$99

Normal Price \$120

Register Your Details

Please use this form to register only one workshop at a time. To register more than one workshop, please print the form again, fill out and fax separately.

*Consider sending a group!
Call for discount*

<input type="checkbox"/>	Recruiting the Right Team for Xmas	October 16	9am - 1pm
<input type="checkbox"/>	Xmas Selling Skills for Success	November 13	9am - 5pm
<input type="checkbox"/>	Create Impact with Xmas Visual Merchandising	November 13	9am - 5pm
<input type="checkbox"/>	Marketing to Drive Xmas Sales	November 14	9am - 1pm
<input type="checkbox"/>	Minimising Your Theft at Xmas	November 14	9am - 1pm
<input type="checkbox"/>	Fish for Xmas Success	November 27	9am - 5pm

Company Name:

Participant Name/s:

Phone:

Mobile:

Fax:

Email:

Print and fax return this completed form to (03) 9321 5041

An ARA representative will be in contact to confirm.

Contact us : www.ara.com.au
Telephone : 03 9321 5000
Contact : Inna Muir