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John Stanley has just completed a survey of 16 retailers and benchmarked their performance like by like. Some of the group of 16 are performing exceptionally well, whilst others are performing less effectively. All the retailers were in the same economic climate in the same industry in the same country. So what made the difference? Some of the retailers knew the secrets of success while others were still searching for that magic formula.

**What were the ten secrets the top performers implemented?**

**1. They knew their figures**

When he asked the top performers for the average sale per customer, sales per square metre, sales per employee and stock turn, they could tell him straight away. Others stated they would have to talk to their accountant and get back. These figures should be in every manager's head. If they do not know these figures how do they manage the store? Knowing the basic performance indicators is essential to growing your business.

**2. They walked the store every morning**

The winners are aware that retail is detail and that they have to maintain a high standard of professionalism in the eyes of the customers. The secret the winners had discovered is that they need to walk the store every morning with a checklist and to write down what action needed to take place before the store opened.

**3. Mystery shoppers were employed**

Everyone provides great customer service, so John was told when he conduct workshops. But, the customer does not agree with us. The top guys realise this and that they need an independent assessment of the store, at least every three months. They employ a professional mystery shopper to check if they are as good as they say they are.

**4. Product training is part of the culture**

The businesses that he studied stocked in the region of 25,000 Stock Keeping Unit (SKU's). That is a lot of different items. Therefore product training was an essential part of the business culture in winning businesses. He came across one retailer who told

him that he did twenty minutes training a year. That means that he would have to cover 1,200 items a minute in his training sessions!

**5. Sales training is essential**

Sales training is different to product knowledge training. Product knowledge training is providing the technical information required to sell a product. Sales training is about how to engage the customer in a positive way. Salespeople generally do not come naturally, they need training and the skills need revising regularly. Something the winners have discovered. As a result they tend to have a higher average sale than the others.

**6. They are up-to-date with what is happening in the world**

Be aware of global events and support the relevant ones to them and their customers.

**7. Displays are changed frequently**

The secret is making the customer go "WOW". That is achieved by changing the displays on a regular basis. In his survey, John visited the businesses six months apart. Some of the businesses had the same power displays on both occasions. The winners were changing theirs at least every month.

**8. What should I change, what can I do now**

The winners would be waiting for him with a piece of paper in hand ready to take notes. Some retailers took no notes and assured him they would remember what he had said. Winners are always hungry for ideas and he was prepared to listen and create an instant action plan.

**9. Involved the team in discussions**

The winners are not doing it on their own, they have a team who are part of the decision making process. They are involved from the start in a process of change and their opinions are respected. Winners are in winning teams.

**10. They are doing it**

Winners are never satisfied, they are constantly changing. They know they cannot afford to be complacent. The economy, the weather and other factors outside your control can affect business performance, but whatever is happening in the outside world, the winners are still at the top of the pile and making positive changes to their businesses.

# HASA & E-Learning

The Association acknowledges a need to review its training strategy in order for members to be able to access new dimensions and trends in training and development in Australia. In doing so HASA is investigating a number of options that will be released to members in the coming months.

Notably, the Australian Government and state and territory ministers have approved \$15 million to implement the national training system's e-learning strategy, the Australian Flexible Learning Framework (Framework), in 2010.

### HASA Integration of E-Learning

This business activity encourages selected industry sectors to develop long-term plans for the inclusion of e-learning in overall industry-led workforce development.

HASA will put its application forward for recognition of the hardware industry in South Australia representing both retailers and suppliers.

This will be achieved by direct funding of industry sectors through industry or professional associations or lead employers in partnership with other employers (business clusters) so they cover an industry sector. In all cases, there must be partnerships with RTOs and the project proposal will be based on a sound business case where there is an imperative to find an innovative solution.

A consultative approach directly engaging industry will be used so that new industry needs for e-learning can emerge. RTOs will have an important role to play in providing guidance on good e-learning design and ensuring that training meets national standards and utilises e-learning infrastructure. Resources developed must comply with national standards and wherever possible be made available through LORN (the gateway to online training)

HASA will make submission for funding and up to \$175,000 per industry sector will be made available in 2010.

## From The President

Greetings to you all from this Autumn issue of the HASA Newsletter.

There have been many interesting topics and events that have arisen since the release of the Summer issue of the Newsletter, however, I have chosen to make comment on those that I feel are currently relevant, namely;

### Insulation

The Federal Government's Insulation Instalment Scheme has been well publicised in all forms of the media, and it is very disappointing, that what should have been a good environmental initiative, was so badly planned and executed it resulted in loss of life and destruction of homes.

It is unfortunate that the scheme was not properly thought through, because we as store owners have been supplying insulation [from the two major suppliers, Fletchers and CSR, both of whom are HASA members] to the DIY market for years, and our customers have been safely installing in their homes following commonsense instructions provided to them.

It is the intention of your Association to write to the Federal Government to have this fact recognised and seek rebates, paid direct to your customers, upon production of a receipt. I would be very interested to receive feedback and your comments.

### OH&S Handbook

The handbook has been reviewed and rewritten, acknowledging the many legislative changes that have taken place since the release of the first edition of the handbook. It should be available in the next couple of weeks and you will need to contact Denise Andrews for copies of the new edition.

### SERVICES TO MEMBERS

As you would all be aware HASA appointed Paul Anderson to the position of Executive Officer in 2009. Through this appointment HASA identified a need to provide additional services to its members. The association is now in a position to offer professional advice and additional services to members on a minimal "fee for service basis" in the areas of financial management and modelling, business plan development, strategic overview and comparative business analysis and occupational, health and safety. Please make use of this opportunity by contacting Paul direct on mobile 0439 479 755 or by email at paul@hasa.asn.au

Rod Evins, President

### Training

HASA has eight (8) funded positions available to it for management training from the second round of the federal government's Productivity Placement Program. Participants will be able to complete courses in either the Diploma of Retail Management or Certificate IV Retail Management. As places are limited you will need to enrol your staff members quickly. For further details please contact Paul Anderson.

### Website

HASA has now launched a new version of its website. Changes are still being made to the website and obviously, these will be on-going. Please take a look at [www.hasa.net.au](http://www.hasa.net.au). Feedback and comments will be welcomed.

### Award Modernisation

The Fair Work Bill came into effect on the 1st January. Some members, with the assistance of Business SA, drew up an Enterprise Agreement with their employees.

If you have any questions on the Fair Work Bill and its effect on your business please utilise your Business SA membership and give Rick Cairney, the Business SA specialist in industrial relations a call.

### Golf Day

We held a very successful golf day with some 120 players from the industry participating. It was truly a great day out. Many thanks to the organising committee and this newsletter highlights the day.

Rod Evins  
President

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Gunnersen's Sponsorship - Holden Commodore for a Hole in One.



The Bunnings Sponsor Hole with marquee and the BBQ for the winner of the "Nearest the Bunny" comp.



BBQ winner - Mark Walsh.

## EVENT SPONSORS



# The Golf Day

On Wednesday 24th March HASA held its second Hardware Retailers & Suppliers "Group Golf Challenge Day" at the Adelaide Shore Golf Course.

We were blessed with the weather, a perfect day for golf and low scores. We had 120 participants (up from 34 in 2009) turn up to challenge the 2009 winners, Bunnings Noarlunga, Jeff Doyle and Selleys.

You didn't have to be a regular golfer as it was an Ambrose event and in driving around the course it was very noticeable the huge variation in golfing ability. The day, however, was all about enjoyment and having fun and if you were on your game the chance to pick up some magnificent prizes.

Each of the 18 holes was sponsored and carried a prize. Preceding hit off there was a putting competition and it was clearly noticeable at this point some would struggle out on course.

It would be remiss of me to not mention the magnificent efforts of the HASA Social Committee and in particular Lawrie Lewis and Wayne Parton.

These two gentlemen put in a huge number of hours to ensure everyone enjoyed the day and would look forward to the opportunity of being a part of the day in 2011. Well done and thank you Lawrie and Wayne.

A special event cannot take place without the generosity of sponsors and we acknowledge all the sponsors with logos in this newsletter. We thank you very much for your sponsorship and trust you will be a part of the action also in 2011.

## The Winners:

### RETAILERS

1st - Bunnings Woodville, 57½ points



Team: G. Forrest, A. Stavrou, D. Christiansen, G. Dawson

2nd - Guy E. Smith Group, 57¾ points



Team: T. Richardson, M. Kain, M. Hayward, R. McWhinney

3rd - Mitre 10 Moonta, 57¾ points



Team: A. Lauritsen, B. Gordon, M. Hopkins, D. Bennet

### SUPPLIERS

1st - Raven Products, 58½ points



Team: T. Sammons, A. Farrelly, C. Campbell, P. Sherwood

2nd - Dulux Group, 59 points



Team: J. Bedford, P. Fitzgerald, J. Doyle, C. Young

3rd - The Misfits, 59½ points

Team: P. Thomas, A. Kennedy, P. Staszuk, S. Wright



**CONGRATULATIONS TO THE WINNERS AND ALL THOSE WHO WON PRIZES ON THE 18 HOLES.**