

bec

free support and advice to establish and improve your business in the NT



Karen Hopkins from Alice on Todd Apartments

ALICE ON TODD APARTMENTS

The Alice Springs retail and tourism business growth program took a group of business operators through a structured business improvement program over a 12 month period to show how a systematic approach can turn customers into walking, talking, clicking and tweeting ambassadors for both their business and for Alice Springs.

Alice on Todd Apartments caters for business or leisure travellers providing a 'home away from home' for visitors to Alice Springs. Getting people through the door and ensuring visitors have a great experience is paramount to the business.

Since joining the program in 2013 the Manager Karen Hopkins has been busy implementing some of the great ideas she's learnt along the way.

Under the expert guidance of the Terrific Training duo Jurek Leon and Jan Collins businesses were shown how to get a better result from their sales and marketing, design and manage the customer experience, foster repeat business and greatly enhance teamwork and motivation.

"One of the key points I've learnt is that it's often the small things that can make a difference to have that positive impact on customers," says Karen.

"I really enjoyed the merchandising workshop in particular. I learnt that if I pack my shelves in a particular way the products will sell quicker – and it worked!"

"The workshops also gave us an opportunity to network with other business operators in Alice Springs."

"I found the whole program very useful and very interesting. I'd recommend participating in the project to anyone."



For more information

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