

bec

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



Rex Neindorf from the Alice Springs Reptile Centre

ALICE SPRINGS REPTILE CENTRE

The retail and tourism sectors in Alice Springs have been suffering from the downturn in tourism caused by the high Australian dollar. The Business Enterprise Centre NT commenced the Alice Springs retail and tourism business growth program in 2013 to help local businesses focus on influencing customer behaviour and enhancing the customer experience through peer support and learning.

Rex Neindorf, owner of the Alice Springs Reptile Centre, says participating in the program has opened up more opportunities for his business.

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.

Rex has already started implementing some of the recommendations he received in regards to signage, logos, staffing and how they're using their spaces.

"I've been meaning to undertake a business review, through the Northern Territory Government Department of Business. Participating in this program has prompted us to finally get around to it."

"When you've been around for nearly 14 years it's great to have a fresh set of eyes look over the business."

"We're hoping to combine what we have gotten out of this program with the consultant we will hire as part of the business review."

"Getting a few different perspectives on the business will be really beneficial."



For more information

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