

NEWS RELEASE

Derbyshire retailers make the Shop Doctor's ears burn

Retail marketing specialist and Shop Doctor Diane Jackson recently delivered four 'surgeries' for independent retail business owners in Dronfield, Killamarsh and Eckington on different aspects of marketing – and delegates are regularly still talking about the practical help and inspiration they received there.

After attending the workshops a delighted Stephen Bisby from Colante jewellers in Dronfield said he and his next door business neighbour Rowena Coldwell from Frame It are putting into practice many of the tips and techniques they learned from Shop Doctor Di, "We exchange information on what we've done that day from what we learned on the workshops, so the Shop Doctor's ears should be burning on a regular basis!" This was the first course Stephen had ever been on in over 20 years of trading and his reaction was really positive: "I was delighted - it was fun, informative and relaxed."

The programme from the popular series "Retail Survival" and "The Shop Doctors" has been running throughout Derbyshire for some months. It was devised by retailing specialists Main Marketing & PR Limited and presented by MD Diane Jackson, on this occasion at the Dronfield Civic Centre.

Aimed at supporting local businesses and creating prosperous towns, the programme is part of Derbyshire County Council's Market Towns Initiative, funded by the Derby and Derbyshire Economic Partnership (DDEP). The programme explores different facets of retail marketing, including injecting great customer service ideas into business, advertising and promotions and visual merchandising.

Brett Ellis from Audiovision in Killamarsh was relieved and delighted: "Two of us went from our business and we thought it was fantastic. In our business we go to so many training sessions run by different manufacturers but nothing as good as the Shop Doctor. It all made sense, she talked our language and we thoroughly enjoyed it; we actually found ourselves looking forward to the next session. We learned lots of new things that we're going to be putting into action."

Fellow trader Lynne Binney who owns The Bear Emporium also found a big difference with the Shop Doctor's approach. "I've attended a lot of training courses, but I never used to say I enjoyed them – I can really say that about these workshops though. Diane helped me to see things from the shop owner's perspective and more importantly from the customer's point of view. I was reminded of a lot of things and given a different outlook."

Killamarsh traders in particular have derived an added bonus from attending the free workshops. "All of us who went have bonded, we now understand each other's businesses and we refer our clients to each other. We've got a really good relationship going here and it's brilliant," said Brett - and Lynne agreed: "It's really opened up the lines of communication between us and we may get a new initiative underway soon in the town."

For more information about the rest of this series in Derbyshire, or other similar programmes, contact The Shop Doctor on 0845 129 9948 or by Email to shopdoctor@retailsurvival.co.uk.