

# “The Shop Doctor should be compulsory for every retailer”

*In an independent survey carried out after the workshops, Shirebrook's **Fran Myatt** who runs Cafe Frannys said “The whole thing was great. Diane got many good points across; it was an excellent refresher and a nice opportunity to make you re-think. It was also useful to meet and talk with other traders. I have certainly made some changes since the course.”*



*Like Fran, many delegates were established retailers with many years' experience, but, as **George Frost**, owner of George's Fashions in Bolsover commented, that's all the more reason to hear what the Shop Doctor has to say.*

*“The longer you've been in business, the more likely you are to become complacent” he suggested. “In this day and age it's vital that you use every trick in the book to survive and thrive and in retail you need as many tricks up your sleeve as possible – you need even more knowledge and experience and that's how the course helped me. I came away with ideas, refreshed knowledge and new enthusiasm.”*

This was the reaction from one of the many independent retailers who recently attended a series of workshops run by the Shop Doctor, Diane Jackson in North East Derbyshire. **Jeremy Flint** from H Flint & Son in Shirebrook was delighted with his Shop Doctor experience. *“What I used to really just throw money at, suddenly has become cost-effective.*

*The advertising and marketing strategies she suggested have worked! It just shows when you get an expert involved, it works. The Shop Doctor should be compulsory for every retailer!”*

Thanks to the Derby and Derbyshire Economic Partnership (DDEP) who have funded the programme, independent retailers across the whole of Derbyshire have been invited to attend a free series of workshops run by the Shop Doctor during 2009 and now in the first half of 2010. The programme is part of Derbyshire County Council's Market Towns Initiative and is aimed at supporting local businesses and creating prosperous towns; this event was attended by retailers in Shirebrook, Bolsover and South Normanton.

The Shop Doctor, retail marketing specialist Diane Jackson, devised the programme for independent business owners. The 'surgeries' or workshops cover different facets of retail marketing, including cost-effective advertising and promotions activity, visual merchandising techniques - and share how small businesses can also apply the customer psychology that retail giants use.



**Mark Beaumont** owner of Carpet Paradise in South Normanton, echoed George's reaction. *"I thought the course was great – very informative and relevant; a bit of a refresher in some ways, but very useful to hear. It's one thing knowing it, but actually doing it is the key and the Shop Doctor prompted me into doing things."*



## Are you doing all you can to help your local businesses?

Maybe your Regional Development Agency could help fund a project like this in your area. For information about how other Project Officers have succeeded, or for practical advice and ideas on growing local businesses, send an Email to [shopdoctor@retailsurvival.co.uk](mailto:shopdoctor@retailsurvival.co.uk) or call 0845 129 9948.



## Spot on

Bolsover's **Ian Thorpe** from Just Expressions said, *"I was impressed with the course. I hadn't ever done anything like that before but I found it very relaxed environment. I'd say it was spot on. I learned new and useful tips and had a good refresher on many things too."* Fellow trader **Rose Page** from DIY & decorating T A Page & Son was one of many who really appreciated the support the council was giving to retailers in staging this free workshops. *"No-one has ever really shown much interest in us before so we were delighted when this course was offered and it really was very good. I've never been to anything like it and it prompted many things."*



As one Shirebrook retailer observed, *"So many shops are dirty or unkempt, with damaged windows or really poor window displays, that they'll never do any business. But what's more, they can ruin a whole town. They need the Shop Doctor to sort them out."*

*"When you own your business, you haven't got an area manager coming round to nudge you to improve things – that's what the Shop Doctor did for me."*

'Doctor' Di who is the Managing Director of Main Marketing & PR Limited, was delighted at the positive results that so many of the delegates have reported. *"Our surgeries and workshops usually generate enthusiasm, I have to say, and some of the measurable results we're seeing among these Derbyshire businesses continues to endorse the need for independent business owners to learn my practical marketing tips and techniques that are tailored for their requirements."*