

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 talking about the inspiration and help 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."

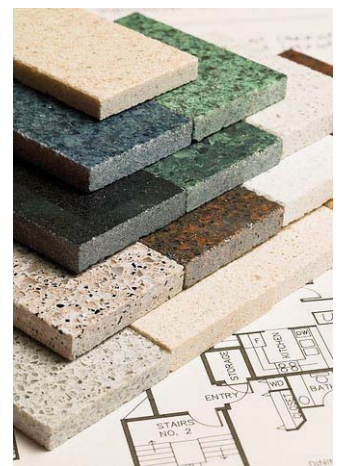
The programme from the popular series "Retail Survival" and "The Shop Doctors" has been running throughout Derbyshire for some months. It was devised by retailing specialists Main Marketing & PR Limited and presented by MD Diane Jackson, on this occasion at the Dronfield Civic Centre.



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.

Even without a shop, Alan Hobson who owns Stickleback Tilers found the course *"very, very interesting and enlightening. Diane opened up your eyes to ways of expanding your business and making yourself look better. She had some good words of wisdom. It's easy to become complacent when you should become pro-active."*

"Why do some shops make you feel happy? I think I now know the secret to that, thanks to the Shop Doctor!"



A new way of looking at your business

Colin Williams who has been in business for forty years with Renishaw Tropicals said *“Because of other commitments I had originally only intended to go for one session but I enjoyed it so much I went to them all and found them very informative. I now have a new way of looking at my business.”*



Dronfield's Charlie Last was just as enthusiastic for his carpet business, *“You get dragged into looking at your business for yesterday and today and you can easily forget about thinking about your business for tomorrow. I've learned a huge thing about how to look about my business from the outside and see it from my customers' point of view – both literally and figuratively. It was brilliant!”*

Arlene McMaster from Kuchene deli also appreciated *“the opportunity to be able to stand back and think about your business, which isn't always possible to do - this was great.”*

“You never usually walk into your own shop and see it as a customer does – but I do now!”



Shop Doctor training tops some of the multi-nationals

Brett Ellis from Audiovision in Killamarsh was relieved and delighted: *“Two of us went from our business and we thought it was fantastic. To be honest in our business we go to so many training sessions run by different manufacturers and some can bore you to death. But this was really very good ; 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.”*

Killamarsh's Lynne Binney who owns The Bear Emporium also found a big difference with the Shop Doctor's approach. *“I worked in Sainsbury's for many years and did a lot of training courses with them, I can't say I enjoyed them – but I really did enjoy these workshops. 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.”*



The bonus of being with other traders

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 from Audiovision. Lynne Binney 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.