



WHERE INDEPENDENT RETAILERS NEED TO BE

A programme of workshops from the popular series "The Shop Doctors" devised by Main Marketing & PR Limited was offered by Flintshire County Council to local independent retailers.

Branded as "The Shop Doctors", three experts on different aspects of marketing aimed to put back the health and vitality into the county's independent shops through a series of surgeries and, judging by the reaction from the delegates and council alike, the Shop Doctors certainly prescribed the right things.

This programme consisted of four workshops or 'surgeries' on different facets of marketing: injecting great customer service ideas into business, improving knowledge and use of the web, advertising and promotions and visual merchandising.

HELP FROM THE EXPERTS

A large number of delegates took advantage of the offer to have a one-to-one session with one of three experts from Main Marketing, either Managing Director Di Jackson the marketing specialist, a visual merchandising expert or an internet advisor. The opportunity to discuss their individual concerns with an acknowledged expert was an outright success.

The reaction of Mold retailer Zoe from Spavens Sweet Shop was clear, "It was so good to talk with people who weren't trying to sell you something. They were there to give you advice, not make a sale and we all really appreciated that. It was great to get objective and expert viewpoints on my own business."

The owner of Nicola Joanne Florist in Queensferry was delighted: "We're optimistic that our business will flourish. We've got the seeds for growth – we just need the time to get on with things. We had a brilliant 1-1 session with Di Jackson the marketing expert. She gave us a fantastic idea that we're very excited about and are going to implement straight away."



Gaenor Roberts, who owns three branches of Tlws Jewellers in North Wales, has already tasted success having been awarded Business Woman of the Year in 2008.

Her reaction to The Shop Doctors was very positive:

"The course made you think and question what you do. It was informal, well presented and we were given lots of good handouts and useful references to other material. Over the years I've attended many other courses and I used to be in training too; I wouldn't change anything about this course."



Petrina Blomeley from Mold's bridalwear specialist Cambric Gowns, agreed, "It was great to have the opportunity to attend the surgeries. I found it useful in a number of ways – learning new information and being reminded of things I'd forgotten. It's often quite lonely being in business as a sole trader and I really enjoyed the feeling that there were others out there for me."

"Retailers can assume their customers will come back but the Shop Doctors taught us that you can't rely on that – there's always more you can do to inspire your customers."

IDEAS ON HOW TO MOVE THE BUSINESS FORWARD

Gardener Charlotte Jones said "The course got us off on the right foot as we were considering some changes but weren't totally sure. We've now got ideas on how to move the business forward and we're all enthused and inspired to get cracking."

Deeside Aerials owner Gareth Jones told Main Marketing "You were quite right to stress that we should be aware of what your business can achieve and how you can make it grow. You gave me the confidence I needed to move my business forward."

"It's good that local authorities are showing an interest in high streets by running this course." A director of Peter Hughes footwear in Holywell

If you think The Shop Doctors could improve the health and vitality of independent traders in your area, ring 'Doctor' Di Jackson at Main Marketing today!