

“Shop Doctor identifies a huge new source of additional income”

At a recent series of workshops for independent retailers and small businesses in Swinton and Eccles, Shop Doctor Diane Jackson has really made an impact. Amy Senogles, who runs the shop at the Salford Museum and Art Gallery, was one of many delegates who was delighted she'd attended.



Greg O'Neil, owner of Swinton's Homemade Passion for Food was very enthusiastic: “I thought the workshops were very good, and very, very informative. I have a business degree but I was keen to go to keep up to date with modern techniques. I learned a great deal of new things and we've got lots of ideas to work on. Everyone has to take every opportunity to move their business forward.”

In contrast, new business owner **Michelle Brooks who runs Michelle's Crafts** said “I'd never done any kind of course before but I'd strongly recommend the Shop Doctor to anyone. I definitely feel more optimistic about my business. It's taught me a lot about customers and what they see.”

“I think it's good to have access to the knowledge of an experienced person”



“The presentations were packed with practical tips and ideas that you can implement for little or no cost”

In an independent survey after the workshops, **Amy** said, “The Shop Doctor has helped me identify a whole new market that was right on my doorstep and which could generate a huge source of additional income. Diane helped me see this business more objectively. I'm really looking forward to building up our business.”

Geoff Archer, Business Operations Manager for the Sustainable Regeneration Directorate at Salford City Council was keen to offer the workshops free of charge to independent retailers in Swinton

and Eccles. He invited the Shop Doctor, retail marketing specialist Diane Jackson of Main Marketing & PR Limited to devise and run a series of four workshops over a couple of evenings in both locations. A good mix of businesses attended including both retailers and small businesses from the very experienced to those in their first year of trading.



'Doctor' Di, who is the founder of the successful "Retail Survival Courses" which have been running since 2001, is passionate about helping independent retailers benefit from good marketing. The workshops covered what marketing really means for a small business, customer service, promotion and advertising, visual merchandising and eye appeal.

Impact on the local economy

Shop Doctor Diane put it all into perspective: "It's always very encouraging to see and share the passion and determination of small businesses and to champion the cause of revitalising, reinvigorating and regenerating them. I empower delegates to apply good, practical and affordable marketing techniques. Imagine what an impact all small businesses could have on the economy of a region, if they were all operating with the same ideas, confidence and motivation as our Salford delegates are now."

Experienced business owner **Tony Bailey from Top Notch hair and beauty salon in Eccles** was a great example of confidence: "As a business we're here to stay and the Shop Doctor helped us on our way."



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, contact Diane Jackson, the Shop Doctor on 0845 129 9948 or Email her at dj@main-marketing.co.uk.

"Sometimes you need a kick because you can get so used to things being as they are and you suddenly find you've not tried anything new"

Having the Shop Doctor look at my business has been invaluable

Sarah Beresford, owner of new business Label ladies clothing, was bursting with enthusiasm after the course. "I got some great ideas from Diane – having the Shop Doctor look at my business has been invaluable - and I think I now see my business as she sees it. I certainly now have ideas on how to grow my business."

Ian Farrington who runs I-Foods in Eccles was equally impressed. "I've been looking at how I go about getting business and changed a few things. It's worked well – so far, in less than 2 weeks, I've had 3 new businesses contact me."



Swinton's Rob Critchley from S Critchley & Son who make memorial stones said he'd made some changes in his business after attending the workshops, "It was good to make you think; there are various things applicable to our business. I enjoyed it."

Joanne Haney, General Manager at The New Ellesmere pub and restaurant agreed. "There were some good ideas and certainly there are things that we're now going to do here. It was very beneficial and I would encourage every kind of small business, cafés and retailers to go to Shop Doctor workshops."

Another experienced business woman **Paula Gibson from Monton's Design-a-party** was also delighted she'd heard the Shop Doctor. "Being reminded of things is very good because it's so easy to become complacent. I was very impressed with the workshops; we've now made lots of changes here." (Paula's new business name is Celebrations and Cake Decorations.)

