

RECORD NUMBERS BENEFIT FROM RETAIL WORKSHOPS

Eighty-four businesses in Rochdale, Blackburn and Garstang benefitted from Main Marketing's Retail Survival Courses in 2006. With businesses as

DAMIEN CARR and CAROLE PRICE of Carrs Jewellers in Garstang were recipients of an in-store one-to-one consultation following the Level 2 Workshops on Window Display and Visual Merchandising. Damien said: "We had already made



some improvements to the shop interior after the workshops, but found the visit to our premises enlightening. You become so used to being in your own shop every day that it is difficult to see it with fresh eyes, so we found it helpful to have some constructive advice from an industry expert. The Personal Action Plan which encapsulated our discussion was ideal, as we can now work our way through the points at our own pace. None of the actions required are massive or hugely expensive, but a number of small changes which will make a significant difference from the customer's perspective. I would recommend this course to anyone wanting to stay on top of their business."

Project Manager for Garstang & District Partnership, JOANNE GOLTON is delighted about the positive feedback from retailers in Garstang who are involved in the Shop Front Improvement Scheme.

diverse as second-hand white goods through to high-class jewellers all finding tips and techniques covered in the workshops programme that they could take away and put into practice immediately.

DIANE JACKSON of Main Marketing & PR says: "Lots of different retailers and high-street businesses find our down-to-earth practical approach to improving marketing skills in the Level 1 Workshops just the thing to give their business a boost.

With the introduction of our Level 2 Workshops in 2006, we are able to continue the good work by giving retailers more in-depth information about two hot topics:

- ◆ *Window Display/ Visual Merchandising - how to use window displays to create customer interest and visual merchandising to encourage customers to 'shop the whole shop'*
- ◆ *Advertising Planning – how to use current customer postcodes to prepare an advertising or promotional plan to target new customers*

Feedback from businesses has been tremendous with 93 specific actions that delegates are going to carry out, 30 Personal Action Plans prepared by us in consultation with delegates at the one-to-one clinics and 100% of delegates reporting that they had learned something useful for their business."

SEE THE BENEFITS OF A RETAIL WORKSHOP IN YOUR TOWN

SHIRLEY JAMIL of Holistic Harmonies Alternative Therapies in Rochdale learned that press releases and using a client database were the most cost-effective way to increase her customer-base.

ESTHER SHEPLEY, Project Officer for Revitalising Inner Rochdale SRB5 was pleased to be able to access an existing package of workshops with a proven track record to offer Rochdale retailers, and even happier at the good response from retailers.

If there is a market town initiative or regeneration project in your town and you think your retailers need some additional marketing skills or business support, please contact Diane Jackson by phone, fax or email – details below.



In Blackburn, HELEN & ROB MCKNIGHT of The Food Gallery (a combined Café and Art Gallery) on Bolton Road came along to the Level 1 Workshops after being 'Mystery Shopped'. As a relatively new business, they found the workshops gave them confidence

to try out fresh marketing ideas including running a painting competition with schools in the area.

IAN LINGARD, Business Projects Officers, Blackburn-with-Darwen Council, wanted to offer retailer a practical and effective training programme as part of The Business Growth Programme, and found that the Retail Workshops fitted the bill.

