



Workshops UPDATE

Howzat ... Chapel follow on!

FOLLOWING the success of the Workshops held in Glossop in November 2004, neighbouring High Peak market town, Chapel-en-le-Frith, opted for their own series. Businesses attending were from a wide range of sectors, including a golf club and a scientific trouble shooter as well as traditional high street retailers. An overwhelming majority of delegates said they had learned something useful for their business by attending. Here's what some of them had to say:

"The course enabled us to reassess our priorities. We realised that one area we could look at was staff motivation, The course gave us the confidence and new ideas to really focus our efforts."

Ella & Robert KIELTY, Londis Convenience Store

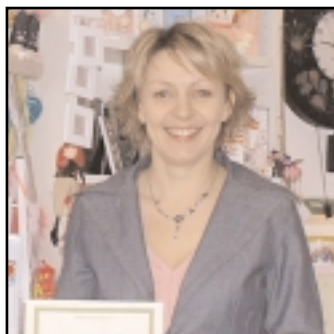


"Even as a well-established business, the Workshops gave us some really useful ideas which we want to try on our customers. We learned a couple of key words, which I am confident we can use on our customers to help increase sales."

Paul CUNNINGHAM, Chapel DIY Store

"Being a Golf Club, we are more of specialist retailer, but all of the principles of the course were just as relevant to us. Most of my plans are around customer care and customer research - for example I plan to start a visitor guest book with an address column. The whole experience was entertaining, enjoyable and really informative at the same time."

Sarah BELFIELD, Catering Manager, Chapel-en-le-Frith Golf Club



"As a new business, this course gave us a massive boost and loads of ideas which we now also have the confidence to try. I want to start a customer newsletter and email pictures of requested items as soon as they arrive in the shop. In fact the list of my plans goes on and on. Thanks for a great course."

Fran HENDERSON, Em & Ted



"The course made us look through more critical eyes, in a way that a customer would. We realised that we needed to put up a better 'opening times' sign and have decided to undertake some research so that we understand our customers even better. I would also like to organise a joint leaflet for all the businesses in the Chapel area - the course has really made us more aware of what we offer our customers as a collective. Getting to work more closely with other traders has been an unexpected and positive benefit of the course."

Joyce HALL, Halls MICA Hardware

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