

SOME OF THE RETAILING GIANTS COULD LEARN FROM MAIN MARKETING

SUCH WAS THE REACTION from a delegate who attended a series of workshops in Neston, Cheshire. The emphasis placed on customer service had heightened her awareness to the point where she recognised the lack of some basic principles when shopping at her local supermarket. "I wouldn't let my staff treat my customers like this; they should have been on our workshops!"



Delegates learn practical marketing tips and techniques to help them grow their business

DIANE JACKSON, a Director of Main Marketing & PR Limited, provided a series of Business Growth workshops to local businesses after Neston MTI (Market Towns Initiative) Partnership had secured funding from the North West Development Agency for the project.

The NWDA funding also enabled a number of business owners to have an individual consultation with the specialist of their choice, on either marketing or visual merchandising. Providing this level of practical advice is a hallmark of Main Marketing's workshops and makes them particularly attractive to traders and local council project officers alike.

A good mix of retailers attended the Neston series from the very experienced to those in their first year of trading, with a spread across the sector including a DIY store, garden



Some of the delegates with their certificates at the conclusion of the workshops

nurseries, a tanning salon, therapy centre and coffee shop.

There were many opportunities for discussion amongst the business owners, who were sufficiently motivated to set about establishing a more permanent traders association.

The workshops were timely for Monika Skinner from the Holistic Centre: "I've been in business for many years but the course really reinforced the need for me to change my thinking. It gave me a good route forward to grow my business and to become more effective."

Neville Jones of Dovecote Nurseries was one of many who said they had already implemented techniques they'd learnt on the course. He added, "A mutual business opportunity has come as a direct result of the course."

"For me the cross selling techniques I learned will be an excellent way to help move my business forward" said Ian Bird of The Craftsman. Ian had already impressed the mystery shoppers who could award only the highest marks for every aspect they tested.

This was unique in the many years Main Marketing have been delivering these workshops around the country and Director Diane Jackson felt an award was appropriate to recognise the significant achievement of The Craftsman. "I'm quite proud of my award," said Ian in typical modest fashion. "These courses were very good and the marketing information was excellent. There's so much more I can put into practice to continue to grow my business."

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, Main Marketing & PR Ltd
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Paul Davies, Chair of Neston MTI Partnership presents Ian Bird with a certificate and book.