

COMMENTS FROM STEVE BURROWS
GARSTANG DAIRYMAN & MILK ROUNDSMAN
after he attended Workshops programme in May 2005

I found the workshops very interesting and enjoyable. I wanted to be there because I knew I was going to learn something and it was fun.

Gordon Jones style of presentation is just right, he makes the subject interesting and light-hearted, whilst at the same time imparting a lot of useful information. You certainly don't feel that you are being lectured or talked down to!

Initially they [the workshops] made me more enthusiastic and got my mind working. I've been delivering milk for many years, getting up at 4.30am 6-days a week, and because I don't actually see my customers most days, I realized that I had gradually stopped doing things that I used to do, I had become a bit complacent.

After hearing Gordon talk about the Pareto Rule (80-20 rule) I thought, that is exactly right, my best customers are the ones that buy more extras from me – significantly they are also the customers that I talk to most often. I realized that there is a direct connection, the customer who buy more are the one I see more. So for me, communicating more with my customer is the key to becoming more successful.

For me meeting my customers is a challenge, partly because we have a lot of customers and I don't get to know them all personally, partly because milk is delivered when they are still tucked up in bed, but partly because I stopped making the effort to keep in touch with them.

Since coming to the workshops it has made me think about how important it is to keep in touch with customers and I have devised a plan of action to help me communicate with customers more and to inform them of additional products we can offer.

Step 1 was to buy a new computer programme for invoicing which offers the ability to put information on the invoice about our other products. I put my mobile phone number on the top, and it has been amazing how many people have phoned me to order

Step 2 is to use a questionnaire and ask customer about additional products they would like delivered

Step 3 is to collect full addresses and email addresses, so we can send leaflets and e-mailers

Step 4 is to introduce a regular monthly promotion and send leaflets and e-mailers to customers

Step 5 is to incorporate other doorstep deliveries, such as newspapers and possibly a mobile shop to outlying areas

I feel invigorated about my business and can certainly see positive actions that I can take to bring it into the 21st century.