

Shop Doctor's advice enables £1,500 sale

"I wish I'd met the Shop Doctor years ago"

Francesca Lobina has been in business in Ilkeston for over 30 years and seen many changes over that time. She feels her business, like so many others has been adversely affected in recent times with the advent of retail giants, changes in shopping patterns and the disappearance of trading estates. Francesca however is revitalised by her visits to the Shop Doctor! **"I thought the course was absolutely wonderful. It was very helpful and gave me lots of ideas",** she enthused. **"I would recommend Diane to anyone – she's brilliant; I wish I'd met her years ago. The Retail Survival course did what it said – it revived me, inspired and motivated me and gave me ways to think about how I can survive in my business."** Sarah Hutchby who runs Eclipse hairdressers in Ilkeston agreed, **"I really enjoyed it and found it very helpful - it was great."**

Independent survey

After every series of workshops Diane commissions an independent survey of delegates to establish their reaction. There is always an overwhelming majority who feel the timing and the content of the sessions is absolutely right and that they received practical help and ideas.



"A wake up call"

Experienced retailer Pete Priestley who runs Village Veg in Ilkeston was also enthusiastic about the course. **"It was a good memory jogger and a bit of a wake up call. When you own a business, you've**

no-one to remind you about things and that's why I found the workshops particularly helpful. The marketing side was interesting and I got some new ideas", he said. Making the same point, fellow trader Philip Johnson from David Johnson ironmongers said **"When you've been in business a long time you end up always doing the same things and you can't see the wood for the trees. So the course was good to stir things up a bit; I found it pretty useful."**

Further workshops in other parts of Derbyshire – and in other parts of the UK – are also scheduled. For more information about the rest of this series in Derbyshire, or other similar programmes, contact The Shop Doctor on 0845 129 9948 or by Email to shopdoctor@retailsurvival.co.uk.

The Shop Doctor, Diane Jackson has been running 'surgeries' or workshops for independent retailers throughout Derbyshire this year to help give their business a boost – and it certainly did that for one business in Long Eaton recently.

Wendy Howe of Fitness Options was delighted with the results. **"There were some real nuggets that we learned from the Shop Doctor to help with sales and marketing. Within a week of the course finishing we were doing things we hadn't really done before, but we followed Diane's advice – and made a sale worth £1,500",** a delighted Wendy said. **"We were glad we went on the course because we got really practical help and ideas. It also reassured us we were doing many things right, reminded us we should be doing things we'd forgotten about and it got us to do things we thought we should be doing and hadn't got round to."**



Aimed at supporting local businesses and creating prosperous towns, the programme is part of Derbyshire County Council's Market Towns Initiative, funded by the Derby and Derbyshire Economic Partnership (DDEP). The programme, which was free of charge to attend, explores different facets of retail marketing, including injecting great customer service ideas into business, advertising and promotions and visual merchandising. It was devised by retailing specialists Main Marketing & PR Limited and presented by MD Diane Jackson, on this occasion at The Old Police Station in Ilkeston.

All independent retailers are invited to attend these free workshops and the last of the current series was held for businesses in Ilkeston and Long Eaton. More surgeries are planned for next year in other parts of Derbyshire, continuing the success they have generated.