



London Borough  
of Hounslow



**Business  
LINK**

## **Going Beyond Survival in Retailing**

**Tuesday 30<sup>th</sup> June, 6pm – 8pm**

**Holiday Inn, Brentford Lock, High Street,  
Brentford, TW8 8JZ**

A FREE seminar for retailers on coping with the recession. **Jane Henderson**, retail expert from Business Link will present the seminar and will look at

- **Identifying the danger signs and making yourself more efficient**  
What to look out for and a general guide on how to make yourself more efficient
- **Understanding your business**  
How do your customers see you? Do you understand your customers?
- **Difference**  
A different promise by business is the key
- **Customer Choices and Discovery**  
Meet their needs and they will buy, get into your customers mind
- **Promotions**  
Get them right every time
- **Service Led**  
Do you have the right staff?
- **Motivators**  
Perception is a very powerful motivator
- **Your Store**  
Make it easier for your customer to walk in and spend
- **Performance improvement**  
Making the most of your business

To reserve a place at this free event please e-mail your name and address to [business@hounslow.gov.uk](mailto:business@hounslow.gov.uk) by Friday 26<sup>th</sup> June.