



London Borough
of Hounslow



Going Beyond Survival in Retailing

Tuesday 30th 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 by Friday 26th June.