

Preparing For Your Workshop

Something to think about...

CLOSING DOWN FOR 2 DAYS!

WHY DON'T YOU PROMOTE THE CLOSURE OF YOUR BUSINESS FOR THE 2 DAYS...EVEN THOUGH YOU MAY ORGANIZE A TEMP TO COME IN TO COVER BASICS. SOME THINGS TO CONSIDER WHICH COULD ADVANCE YOUR BUSINESS BOTH PRIOR TO AND AFTER THE PROGRAM ARE:

- ▶ Signage within the premises to advise customers & suppliers
- ▶ Flyers or newsletter articles to hand/send to regular customers & suppliers
- ▶ Notification on the bottom of monthly accounts
- ▶ Adjustment to advertisements the fortnight prior to workshop
- ▶ Fax to key suppliers advising closure & what you are doing
- ▶ A message on your Home Page
- ▶ A sale on your return!

It is appropriate to announce the 2-day event as either a "Business Development Program" or a "Customer Service Focus Program"...either way it promotes a 2-day focus on positive improvements to your business and endears customers to you. Some suppliers will be envious that you can close for 2 days to further develop your business.

...They usually look forward to meeting me to see how we can do this & grow your business.

One large retail client I know closed down for two days, promoted this closure and consequently did more business in the days following their workshop, than they had the previous "full" week.

It works and I am certainly looking forward to working with you!

Your Coach!

The mind, once stretched by a new idea, never returns to its original dimensions.

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