

North Somerset mentoring support for high street retailers and hospitality businesses

Fran Riseley, is an independent retail trainer and consultant, conducts the mentoring and workshops. She has worked in retail all her life and for the past 30 years has helped retailers improve their sales and profitability. She is known for her practical, yet inspirational training that really transforms Businesses and improves their profitability.

One to One Mentoring Sessions for Independent Retailers

Includes an initial session and follow up, with tailored action plans. These are held at a time and date agreed with the retailer, either during or outside trading hours.

- Coaching is in the shop / bar/ café premises and lasts about 3 hours.
- Online marketing and web sites are also included and reviewed.
- All aspects of the business are covered including visual merchandising, marketing, web site, social media, financial decision making, selling skills, better articulation of what makes them special, ranges and buying and anything else businesses would like reviewed.
- An action plan is agreed together which focuses on the most important items to help increase sales and profitability and Fran writes this up.

Follow ups to the initial one to one mentoring sessions are the best way to make sure that retailers follow and implement their individual action plans effectively. At these follow up sessions progress is assessed, help with any areas that are causing problems, often by breaking down the task into smaller parts and working with the retailer to get started and then re-prioritise remaining actions and highlight any new initiatives. A new action plan is then written up.

Fran can be contacted to review anything they need such as web site changes, email newsletters, staff incentive scheme details etc., as appropriate.

Benefits

The coaching sessions ensure that:

- Retailers and hospitality businesses get back on their feet after a tough few years and are supported to become more resilient and grow.
- Businesses receive impartial and specialist advice and can take a step back from their business to review what is and isn't working or /selling
- Businesses can consider and discuss the introduction of new technology and processes

Feedback from participants of similar scheme

“We were taking an average of £600 to £700 a day. Then, after the workshop this week on visual merchandising we spent the afternoon re-organising the shop and putting into practice everything we had learnt. The next day we had sales of £2,000! We’d almost tripled our previous daily takings. And everything we did was free to implement too. It isn’t a fluke either. This week our sales were up £5,000 on the previous week”. **Tom Bucknell, Co-Owner, Tina Bucknell Fashion, Burgess Hill.**

“I have been working with Fran to deliver a store front renovation and a broader project to reinvigorate our brand. What started as a branding and marketing initiative has quickly grown into a full strategic review including online and social media, loyalty schemes and customer service/sales training. Fran really gets what independent retailers need to improve their business, and isn't at all corporate or pushy. The interesting conversations have been supported by real, achievable objectives and outcomes.” **Sam Walker, Walker & Ling, Weston-super-Mare.**

“Fran was really informative and helpful. Small tips made a big impact, like colour blocking the shelves.” **Caroline Clifton, Present in the Laine, Brighton.**

“Fran was very focussed on Fran as a business and how we can work to improve our profitability.”

Martin Lawrence, Lawrence Art Supplies, Hove.

“The coaching session was fantastic and something often not available to small retailers. It fitted in around my days and was tailored for my business perfectly. Very, very useful. Thank you Fran, your wealth of knowledge and help was invaluable.” **Louise Hill, Hope and Harlequin, Brighton.** Fran Riseley

<https://friseley.wixsite.com/retailcoaching>