



Explore the Market Towns of Horsham District

www.market-towns.info

PTO
Mystery Shopping



So you want to run a more successful retail business?

Come to our **FREE** workshop
Wednesday 24 September 2008
at Billingshurst Village Hall
6pm - 9pm

The Horsham District Market Towns together with Business Link are holding a free workshop for people running a retail outlet in the area but don't know who to turn to for help and advice to grow and develop the business further.

The workshop will explore the challenges, issues and opportunities facing retailers in the areas of:

- *Customer service*
- *Visual Merchandising*
- *Building your Sales*
- *Finance*

Hear the customer point of view! The workshop will also deliver the mystery shopping results carried out across the Horsham District Market Town area. Awards will be given for the top performing businesses in each Market Town.

- *What support is available - and how Business Link can help you grow and develop your business*
- *Q & A's - from a panel of specialists*

The workshop will run from 6pm to 9pm, light refreshments and networking will be possible from 5.15pm and during the event.

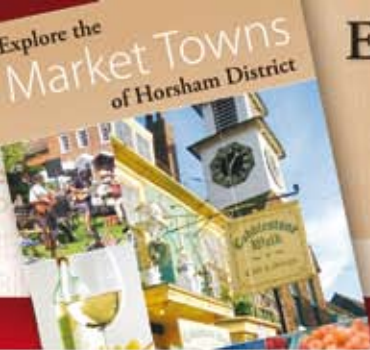
This Market Towns workshop is brought to you by

Horsham
District Market Towns

in partnership with



For further information on this event or to book a place, please contact:
Michele Condon, Action in Rural Sussex,
Direct Line: 01273 407325,
E-mail: Michele.condon@ruralsussex.org.uk



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Market Town businesses to be Mystery Shopped in late August 2008

Billingshurst • Henfield • Pulborough • Southwater • Steyning • Storrington



Delivering a Quality Customer Experience

At some time during late August, 60 independently owned retail and café businesses across the market towns of Horsham District will be visited by 'Shopper Anonymous', a professional team of mystery shoppers.

This exercise will provide a valuable insight into the customer experience in each town centre and, as importantly, in individual businesses. Detailed information will be fed back confidentially to each business manager/owner in the form of a report and one-to-one meeting that will help them build on their businesses' existing strengths.

A follow-up celebration awards event will be held as part of the, '**So you want to run a more successful retail business workshop**' (more details overleaf) in Billingshurst Village Hall from 6pm on 24th September. The highest performing businesses will each receive an award and logo to use in their future marketing and publicity.

The Horsham District Market Towns Partnerships and their partners have jointly commissioned the Market Towns SnapShop to measure and to help improve each towns' quality of service and 'shopper experience' - a key differentiating factor which Market Towns like ours need to keep winning and retaining customers.

The 'SnapShop' is one more element of the award winning Explore the Market Towns campaign designed to generate more visitors and support our local businesses in turning them into repeat customers across the Horsham District.

If you do not want your business to be Mystery Shopped you can opt out using these contact details with a message containing your business name and the words 'opt out'

Business feedback from the Horsham SnapShop:

This is a great initiative with the feedback being very professional and informative.

We found the process very useful and have already implemented some of their suggestions.

Tony Dunlop
Owner, Esquires Café, Horsham

(The Awards event on) Thursday was brilliant ... Those who didn't go missed out, and should be told so. Although my shop wasn't mystery shopped I picked up many excellent points...

David Brooks
Owner, Dab Hands Just Cuts, Horsham

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