

Seductive Selling

How to sell more, have fun and love the work you do

Turn telling into selling - information can be subtle and seductive.



Does your signage sell for you?

Did you enjoy your work today? Your attitude will influence sales.



What's the real job of the person at the till?

What would happen to your business if you could sell them a bit more each time?

Why it's important that every product you sell is your very best.



Are these new customers? What will make them loyal customers?



You might see hundreds of people each day.
Your customers see you only once.
You - and your team - have one chance to delight them.
That's why being customer-focused is vital.
That's **Seductive Selling.**

WOW! your customers
BUILD your reputation and
GROW your business

Join us at any of nine venues around the UK:

Penrith . Edinburgh . Bradford . Cardiff . Worcester . Worksop . Lambourn . Weston-super-Mare . Dorking .

Monday 31 January to Wednesday 16 February 2005

Who should attend?

FARM SHOP Proprietors and Sales Teams, PYO, BOX SCHEMES

STALLHOLDERS AT FARMERS' MARKETS

FARMERS' MARKET MANAGERS

Choose a venue and date that suits you!

Monday 31 January

Tuesday 1 February

Weds 2 February

Monday 7 February

Nine great venues, nine great chances to learn the art and science of seductive selling!

Note that the ideas and techniques you will learn are very much more effective if you can bring your partner and/or your team to these events.

This series of seminars brings you today's management thinking and top-class speakers.

IMPROVE YOUR COMMUNICATIONS and TEAMBUILDING SKILLS

LEARN ABOUT FISH!

and change the way you look at your work

LEARN ABOUT LOYALTY and how to encourage more of it.

FIND OUT HOW TO CARRY OUT A

'HEALTHCHECK' on your shop or farmers' market

PLUS

LOCAL FOCUS

Hear and learn from people and businesses in your area. & **GREAT NETWORKING!** Getting together with all kinds of direct sales businesses is fantastic for getting new ideas - come along and find out what's happening.

1

PENRITH CUMBRIA

Ullswater Room, Rheged Centre, Penrith, Cumbria

09.30-16.30

Registration from 09.00

9.30am Welcome from event chairman.

Introducing Jurek Leon: Customer Focused Service - the experience adds value and even flavour to products. Find out where your 'blind-spots' are! How will you become more customer-focused?

11am Tea & Coffee Break

Jurek Leon on **Customer Focused Selling** - how to sell more of your products to more customers. They'll love you for it.

LOCAL FOCUS: Orton Farmers' Market is FARMA's Farmers' Market of the Year of 2005. Jane Brook describes the market in this small, rural village and the community spirit that makes it work.

1-2pm LUNCH

Jurek Leon on **BEING THE BEST** Better than all the rest ... how to achieve it and - most importantly - maintain the standard.

Customer Focused Marketing - how to implement simple ideas to make you memorable, manage your word-of-mouth marketing and build momentum to make your business - shop or farmers' market - preferred produce providers!

3.45 Tea & Coffee

LOCAL FOCUS: Low Sizergh Barn, Nr Kendal, is FARMA'S Farm Retailer of the Year 2005. Learn what makes it a winner from John and Alison Park - then visit for yourself: Low Sizergh Barn is half an hour's drive away

Close at Rheged Centre 4.30pm

Visit Low Sizergh Barn 5-6pm.

2

EDINBURGH

Edinburgh Conference Centre, Herriot Watt University

09.30-16.30

Registration from 09.00

9.30am Welcome from event chairman.

Introducing Jurek Leon: Customer Focused Service - the experience adds value and even flavour to products. Find out where your 'blind-spots' are! How will you become more customer-focused?

11am Tea & Coffee Break

Jurek Leon on **Customer Focused Selling** - how to sell more of your products to more customers. They'll love you for it.

LOCAL FOCUS: Edinburgh farmers' market had a Healthcheck in January. Find out what it revealed from Gareth Jones and Richard Darke, market manager.

1-2pm LUNCH

Jurek Leon on **BEING THE BEST** Better than all the rest ... how to achieve it and - most importantly - maintain the standard.

Customer Focused Marketing - how to implement simple ideas to make you memorable, manage your word-of-mouth marketing and build momentum to make your business - shop or farmers' market - preferred produce providers!

4pm Tea & Coffee

THE GREAT IDEAS TAKEAWAY Gareth Jones and Jurek Leon lead discussion about the day - your opportunity to brainstorm and take home lots of ideas to use tomorrow.

3

BRADFORD WEST YORKSHIRE

B-Tal, Laisterdyke, Bradford BD4 8AT

09.30-16.30

Registration from 09.00

9.30am Welcome from event chairman.

Introducing Jurek Leon: Customer Focused Service - the experience adds value and even flavour to products. Find out where your 'blind-spots' are! How will you become more customer-focused?

11am Tea & Coffee Break

Jurek Leon on **Customer Focused Selling** - how to sell more of your products to more customers. They'll love you for it.

LOCAL FOCUS: Carolyn Lowing of B-Fit and Keighley Local Produce Shop suggests ways to engage in health issues and how to access possible funding..

1-2pm LUNCH

Jurek Leon on **BEING THE BEST** Better than all the rest ... how to achieve it and - most importantly - maintain the standard.

Customer Focused Marketing - how to implement simple ideas to make you memorable, manage your word-of-mouth marketing and build momentum to make your business - shop or farmers' market - preferred produce providers!

4pm Tea & Coffee

THE GREAT IDEAS TAKEAWAY Gareth Jones and Jurek Leon lead discussion about the day - your opportunity to brainstorm and take home lots of ideas to use tomorrow.

4

CARDIFF

The Norwegian Church, Cardiff Bay

09.30-16.30

Registration from 09.00

9.30am Welcome from event chairman

Introducing Jurek Leon: Customer Focused Service - the experience adds value and even flavour to products. Find out where your 'blind-spots' are! How will you become more customer-focused?

11am Tea & Coffee Break

Jurek Leon on **Customer Focused Selling** - how to sell more of your products to more customers. They'll love you for it.

LOCAL FOCUS: Ken Moon manager of Riverside Farmers' Market, Cardiff and Gareth Jones talk about the market and what the Retail Healthcheck revealed.

1-2pm LUNCH

Jurek Leon on **BEING THE BEST** Better than all the rest ... how to achieve it and - most importantly - maintain the standard.

Customer Focused Marketing - how to implement simple ideas to make you memorable, manage your word-of-mouth marketing and build momentum to make your business - shop or farmers' market - preferred produce providers!

4pm Tea & Coffee

THE GREAT IDEAS TAKEAWAY Gareth Jones and Jurek Leon lead discussion about the day - your opportunity to brainstorm and take home lots of ideas to use tomorrow.

What is 'Seductive Selling'?

It's about looking and listening as well as telling and selling.

It's about delighting your customer every time, all the time.

It's about details that make a difference.

It's about making people feel good.

It's simply making someone's day.

Direct sales creates a very special relationship with the customer. It's a great platform to build on.

We will show you

How to deliver outstanding service.

How to make your marketing customer-focused.

How to make promotions work and

How to sell more to your customers, they'll thank you for it.

How to turn complaints into customer care

Change your team-dynamics to make your farm shop, PYO, farmers' market or stall stand out from the rest.

And find out what it takes to be the very **BEST**.

5

WORCESTER

Bank House Hotel,
Worcester

09.30-16.30
Registration from 09.00

9.30am Welcome from event chairman

Introducing Jurek Leon: Customer Focused Service - the experience adds value and even flavour to products. Find out where your 'blind-spots' are! How will you become more customer-focused?

11am Tea & Coffee Break

Jurek Leon on **Customer Focused Selling** - how to sell more of your products to more customers. They'll love you for it.

LOCAL FOCUS: to be confirmed.

1-2pm LUNCH

Jurek Leon on **BEING THE BEST** Better than all the rest ... how to achieve it and - most importantly - maintain the standard.

Customer Focused Marketing - how to implement simple ideas to make you memorable, manage your word-of-mouth marketing and build momentum to make your business - shop or farmers' market - preferred produce providers!

4pm Tea & Coffee

THE GREAT IDEAS TAKEAWAY Gareth Jones and Jurek Leon lead discussion about the day - your opportunity to brainstorm and take home lots of ideas to use tomorrow.

6

WORKSOP NOTTINGHAMSHIRE

The Clumber Park Hotel,
Worksop, Notts

09.30-16.30
Registration from 09.00

9.30am Welcome from event chairman

Introducing Jurek Leon: Customer Focused Service - the experience adds value and even flavour to products. Find out where your 'blind-spots' are! How will you become more customer-focused?

11am Tea & Coffee Break

Jurek Leon on **Customer Focused Selling** - how to sell more of your products to more customers. They'll love you for it.

LOCAL FOCUS: Jeanette Orrey was catering manager at a Nottinghamshire school. Her initiative in local procurement has got national attention; she now advises others on how to go about it.

1-2pm LUNCH

Jurek Leon on **BEING THE BEST** Better than all the rest ... how to achieve it and - most importantly - maintain the standard.

Customer Focused Marketing - how to implement simple ideas to make you memorable, manage your word-of-mouth marketing and build momentum to make your business - shop or farmers' market - preferred produce providers!

4pm Tea & Coffee

THE GREAT IDEAS TAKEAWAY Gareth Jones and Jurek Leon lead discussion about the day - your opportunity to brainstorm and take home lots of ideas to use tomorrow.

7

LAMBOURN, Nr NEWBURY, BERKS
The Kindersley Centre,
Lambourn, Berkshire

09.30-17.00
Registration from 09.00

9.30am Welcome from event chairman

Introducing Jurek Leon: Customer Focused Service - the experience adds value and even flavour to products. Find out where your 'blind-spots' are! How will you become more customer-focused?

11am Tea & Coffee Break

Jurek Leon on **Customer Focused Selling** - how to sell more of your products to more customers. They'll love you for it.

FISH! Rick Turner of the Big Sheep, Devon shows FISH!, the movie, and explains how the concepts in it have changed his business. Get creative about how you change yours.

1-2pm LUNCH

LOCAL FOCUS: Maidenhead farmers' market has undergone a Healthcheck - find out what it revealed from Gareth Jones and Diane Harker, market manager.

Jurek Leon on **BEING THE BEST** Better than all the rest ... how to achieve it and - most importantly - maintain the standard.

Customer Focused Marketing - how to implement simple ideas to make you memorable, manage your word-of-mouth marketing and build momentum to make your business - shop or farmers' market - preferred produce providers!

4.30pm Tea & Coffee
THE GREAT IDEAS TAKEAWAY - your chance to brainstorm ideas that will make a difference to your business

8

WESTON SUPER MARE, SOMERSET
Winter Gardens,
Weston-super-Mare

09.30-17.00
Registration from 09.00

9.30am Welcome from event chairman

Introducing Jurek Leon: Customer Focused Service - the experience adds value and even flavour to products. Find out where your 'blind-spots' are! How will you become more customer-focused?

11am Tea & Coffee Break

Jurek Leon on **Customer Focused Selling** - how to sell more of your products to more customers. They'll love you for it.

LOCAL FOCUS: Rick Turner of the Big Sheep, Devon shows FISH!, the movie, and explains how the concepts in it have changed his business. Get creative about how you could change yours.

1-2pm LUNCH

LOCAL FOCUS: Roger White, Somerset Farmers' Markets talks about the Loyalty scheme running with the farmers' market, and the web-based home delivery service.

Jurek Leon on **BEING THE BEST** Better than all the rest ... how to achieve it and - most importantly - maintain the standard.

Customer Focused Marketing - how to implement simple ideas to make you memorable, manage your word-of-mouth marketing and build momentum to make your business - shop or farmers' market - preferred produce providers!

4.30pm Tea & Coffee
THE GREAT IDEAS TAKEAWAY - your chance to brainstorm ideas that will make a difference to your business

9

DORKING, SURREY

Denbies Wine Centre,
Dorking

09.30-17.00
Registration from 09.00

9.30am Welcome from event chairman

Introducing Jurek Leon: Customer Focused Service - the experience adds value and even flavour to products. Find out where your 'blind-spots' are! How will you become more customer-focused?

11am Tea & Coffee Break

Jurek Leon on **Customer Focused Selling** - how to sell more of your products to more customers. They'll love you for it.

FISH! Rick Turner of the Big Sheep, Devon shows FISH!, the movie, and explains how the concepts in it have changed his business. Get creative about how you could change yours.

1-2pm LUNCH

LOCAL FOCUS: to be confirmed

Jurek Leon on **BEING THE BEST** Better than all the rest ... how to achieve it and - most importantly - maintain the standard.

Customer Focused Marketing - how to implement simple ideas to make you memorable, manage your word-of-mouth marketing and build momentum to make your business - shop or farmers' market - preferred produce providers!

4.30pm Tea & Coffee
THE GREAT IDEAS TAKEAWAY - your chance to brainstorm ideas that will make a difference to your business

Featuring Jurek Leon, Terrific Trading

Jurek Leon is an author and speaker, specialising in customer care and effective team building.

'My speciality is the 'how to' aspects of customer service. Direct sales creates a very special relationship with the customer and I will show you how to deliver outstanding service, how to make your marketing customer-focused, how to make promotions work and how to get selling skills - especially if you are the kind of person who'd rather help a customer than sell to them.'

THE RETAIL HEALTHCHECK

is a new feature in the UK. It brings together key measurement techniques for retailers and farmers' markets and introduces novel ways to ask your customers some burning questions. Find out how the Retail Healthcheck can help your business and market to move forward with clearer vision.

Featuring Rick Turner & Fish!

Rick Turner has developed an incredibly customer-focused team at The Big Sheep in Devon. He will share with you how the modern parable of FISH! has helped to grow the fun that customers and staff enjoy, while growing the business.

Plus Roger White, Somerset Farmers' Markets

who will tell us how he has launched a successful loyalty scheme and home delivery service as part of the farmers' markets he manages.



Great venues, Nine opportunities to learn

Seductive Selling

'A mind once stretched by a new idea never regains its original dimensions.'

Oliver Wendell Holmes



Key speaker Jurek Leon

BOOKING FORM

Booking Contact Name _____ Business/Market Name _____

Address for correspondence _____

Telephone (inc STD) _____ e-mail _____

Billing address if applicable _____

TICKETS for all venues: FARMA members & stallholders at FARMA Certified markets £45.00 plus VAT.

Delegate Name(s)	Venue(s) required : for dates see previous pages. Please copy this page for more delegates if required								
	1 Penrith	2 Edinburgh	3 Bradford	4 Cardiff	5 Worcester	6 Worksop	7 Lambourn	8 Weston-s-Mare	9 Dorking
	£	£	£	£	£	£	£	£	£
	£	£	£	£	£	£	£	£	£
	£	£	£	£	£	£	£	£	£
	£	£	£	£	£	£	£	£	£
Add up the column(s) for delegate(s)									

Write your credit/debit card details here:

Card Type:

Card Number

.....

Expiry date

Issue No (Maestro/Delta)

Signature

Please send your completed booking form to:

FARMA
P O Box 575
SOUTHAMPTON
SO15 7BZ

Telephone 0845 45 88 420
e-mail: justask@farma.org.uk

While every effort will be made to present the programme described, situations beyond our control may prevent us doing so; substitutions may be made without further notice.

Total of all column(s)	£
Add VAT @ 17.5%	£
Total	£

- I enclose payment by cheque
- I wish to be invoiced
- I wish to pay by credit/debit card:

Please write your card details in the space alongside or call 0845 45 88 420 for an immediate booking.



This project is supported under the England Rural Development Programme by the Department for the Environment, Food & Rural Affairs and the European Agricultural Guidance & Guarantee Fund; and



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