

HOW TO SELL MORE, HAVE FUN, AND LOVE THE WORK YOU DO!

SEDUCTIVE SELLING

Second chance to see!

FEATURING:

23 JANUARY - 20 FEBRUARY 2006

JUREK LEON RICK TURNER*

BEECHWORTH BAKERY

WOW YOUR CUSTOMERS
BUILD YOUR REPUTATION
GROW YOUR BUSINESS

*You might see hundreds of people each day.
Your customers see you only once.*

*You - and your team - have **one** chance to
delight them and make sure they come back.*

That's why being customer-focused is vital.

That's SEDUCTIVE SELLING.

10 venues in the UK

For FARM SHOPS and FARMERS' MARKETS!

Farm Shop Proprietors and Sales Teams, PYO, Box Schemes,
Stallholders at Farmers' Markets, Farmers' Market Managers ... All are welcome!

5 star reviews!
see inside...

"Excellent! Motivating and very positive...
Gives you confidence and tools to grow the business."

Feedback from 2005 event
- Healdhead Farm Shop



* at selected venues

The National Farmers' Retail & Markets Association is proud to present ...

SEDUCTIVE SELLING 2

FOR FARM SHOPS, FARMERS' MARKETS & anyone involved in farm retailing

Whether you have been retailing for five weeks or fifty years ... whether you have a farm shop, farmers' market or farmers' market stall to run ... and even if you think you are a great salesperson already ...

EVERYONE can learn from FARMA's **Seductive Selling** workshops.

There are TEN Seductive Selling events coming to somewhere near you in 2006, led by expert communicator, **Jurek Leon**.

Jurek's energy and enthusiasm is infectious - you'll find yourself thinking creatively about how you can win more sales from more customers!

YOU WILL LEARN

How to deliver outstanding service.

How to make your marketing customer-focused.

How to make promotions work.

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

How to turn complaints into customer-care.

How to change your team-dynamics.

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



Seductive Selling is ... CUSTOMER FOCUSED MARKETING

Seductive Selling shows you simple, low or no-cost ideas to make you stand out from the crowd. Manage your word-of-mouth marketing and build momentum to make you, your farm shop or farmers' market preferred produce providers!



CUSTOMER FOCUSED SERVICE

... when the experience adds value and even flavour to products. Find out where your 'blind-spots' are. How can you become more customer-focused?

CUSTOMER FOCUSED SELLING

gets a response that enables you to sell more of your products to more customers. They'll love you for it - and come back for more.

Simply the Best! LESSONS FROM BEECHWORTH BAKERY

The Seductive Selling events all include an opportunity to see how Tom O'Toole has created a tourist destination with an off-the-beaten-track bakery business based near Melbourne, Australia, through quality products and marketing - and it still sells only bakery.

Plus FISH!

Rick Turner will be presenting at three of the venues his take on the FISH! philosophy and how it has transformed his business.



'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.'

Jurek Leon

Jurek Leon returns to the UK to lead another FARMA regional tour with the theme of **SEDUCTIVE SELLING**. The first, in 2005, was a great success.

GET YOUR NEW YEAR OFF TO A GREAT START BY ATTENDING ONE OF THESE EVENTS - they inspire, inform and illustrate ways that everyone can do business better.

Here's what they said about **Seductive Selling in 2005**

Ten venues: there's a Seductive Selling event near you ...

Mon 23 January
NORTH-EAST

Moorhouses Farm Shop & Cafe
Stannington, Northumberland
Featuring results of a FARMA Healthcheck at Newcastle farmers' market.

Weds 25 January
YORKSHIRE

The Farmer's Cart, Towthorpe, York
Featuring the results of a FARMA Healthcheck at York (Murton) farmers' market.

Mon 30 January
NORTH WALES

Welsh College of Horticulture,
The Celyn, Northop, Flintshire
Featuring the results of a FARMA Healthcheck at the Celyn farmers' market.

Tues 31 January
MIDLANDS

Manor Farm Farm Shop, Tea Room & Crafts Catthorpe, Lutterworth, Leicestershire
Featuring results of a FARMA Healthcheck at Hinckley farmers' market.

Weds 1 February
EAST OF ENGLAND

Three Lakes Restaurant & Conference Centre Ware, Hertfordshire
Featuring results of a FARMA Healthcheck at Hertford farmers' market.

Mon 6 February
EAST OF ENGLAND

Trinity Park Conference & Event Centre Felixstowe Road, Ipswich, Suffolk
Featuring FISH! presented by Rick Turner of The Big Sheep, Bideford, Devon.

Weds 8 February
SOUTH EAST

The Guildhall, Winchester, Hampshire
Featuring results of a FARMA Healthcheck at Winchester farmers' market.

Mon 13 February
SOUTH WEST

Darts Farm Village, Topsham, Exeter, Devon
Featuring FISH! presented by Rick Turner of The Big Sheep, Bideford, Devon.

Tues 14 February
SOUTH WALES

The Hill Conference Centre, Abergavenny, Monmouthshire (www.thehillabergavenny.co.uk)
Featuring FISH! presented by Rick Turner, of The Big Sheep, Bideford, Devon.

Mon 20 February
SOUTH EAST

The South of England Centre (Showground), Ardingly, West Sussex
Featuring results of a FARMA Healthcheck at Lewes farmers' market.



'The workshop was excellent, really got the grey matter buzzing. Anybody in sales, e.g. farm shop or farmers' market should attend a workshop of this content.'
Longborough Farm Shop, Gloucestershire

'I will change the way I answer customers, give myself time to digest what they have asked me. Be more patient! and less afraid to try new things. I enjoyed the day very much.'

Noanohs Organics, farmers' market stallholder

'I was energised by the day - very enthusiastic presentation!'

The Barn Yard Farm Shop, Kent

'Excellent - I will encourage more stallholders to come to any future event.'
Gloucestershire Farmers' Markets

... 'using product knowledge as a selling skill - pass information on to customers to help them find solutions when they shop with us.'

Tulleys Farm Shop, West Sussex

'An excellent opportunity to network as well as practical help for my business, I will be reviewing the way that I market my produce.'

Peter Cuthbertson Ceramics, farmers' market stallholder

'An excellent day. We never stopped with the ideas in the car on the way home! I was not in the office the day after the event and got back to find that colleagues who had attended had already shared their experience with the others creating quite a 'buzz' in the staffroom. More similar events please! Also worth noting that the price was very good value for money - I could afford to take the whole team.'

Charlton Orchards, Somerset

'This was a very informative day and very enjoyable.'

Pink Pig Organics, Lincolnshire

'How could you improve them? Simply have more of them!'

Church Farm Shop, Nottinghamshire

'You cannot expect things to change or improve if you continue to do exactly the same things tomorrow as you did today.'



BOOKING FORM

Please copy this page for more delegates if required

Booking Contact Name _____ Business/Market Name _____

Address for correspondence _____

Postcode _____

Telephone (inc STD) _____ e-mail _____

Billing address if applicable _____

PRICE FOR ALL VENUES: FARMA members & stallholders at FARMA Certified markets £45.00 + VAT.

Delegate Name(s)	Venue(s) and date(s) required.	Members & Certified farmers' market stallholders	Non-Members
		£45.00	£70.00
		£45.00	£70.00
		£45.00	£70.00
		£45.00	£70.00
		£45.00	£70.00

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.

Sub Total	£	
Add VAT @ 17.5%	£	
Total	£	

I enclose payment by cheque

For card payment, please write your card details in the space alongside or call 0845 45 88 420 for immediate booking.

A VAT receipt and full details of venues will be sent.

FARMA REGIONAL TOUR SUPPORTED BY

