

Free Training

Two day workshops in your area



Winning in a local market area

Introduction

WILMA (Winning In a Local Market Area) is our new, exciting and innovative two day business development programme aimed at supporting retailers who have completed their Foundation Programme and want to build a business that is fit to compete and Win In their Local Market Area.

Why should you attend?

If you are interested in making the most of your pub and avoiding the mistakes that most people make in the first year of running any business, then this course is a must for you.

The programme is much more than just a one-off course. You will gain access to online networks and support tools that will enable you to build your business over the coming months and years. The programme will provide you with practical tools and techniques that can easily be put into practice in your pub. Best of all, it's totally free (due to demand there will be a charge of £250 for any retailers who book a place but fail to attend).

Content

Over the two days the main topics we will cover are:

- Understanding the ten proven steps to increasing profits
- Identifying how you can make, and keep, more money
- Assessing your competitors and indentifying how you can beat them
- Establishing the barriers to business growth and removing them
- Identifying how you can spend your time more effectively
- Planning for the dynamic growth of your business
- Increasing your turnover and improving your margins
- Improving staff performance and gaining buy-in

To book your free place, please contact the Recruitment Team on 0800 953 0072

Here are some of the comments that delegates who have already attended have made:

“It is probably the best licensed trade course I have been on”

“It makes you take a step back and look at your business from a different perspective”

“Very supportive and ideal for any business”

“I wish I could have gone on it earlier”

“This course is essential in the current climate”

“I would definitely recommend this course to everyone in the trade”

Length of workshop

We realise that you are busy and we have therefore designed the workshop to cause the minimum disruption to you and your business, whilst affording the maximum support. The two day programme is split over four months, allowing you to put the lessons into practice.

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