

## NEWS RELEASE

FOR IMMEDIATE RELEASE



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### COMPETING WITH THE BIG GUYS... HOW INDEPENDENT RETAILERS WIN & KEEP CUSTOMERS – FREE SEMINAR

SUFFOLK, VA (October 21, 2016) Suffolk Economic Development, along with The Small Business Development Center (SBDC) is pleased to present a **FREE** small business seminar entitled “***Competing With the Big Guys...How Independent Retailers Win & Keep Customers***”. The seminar, facilitated by Mr. Marc Willson, is designed to give small, independently-owned retailers valuable guidance about competing with larger “big-box” businesses, such as the importance of differentiating their product mix and the significance of posting quality photographs on webpages and social media.

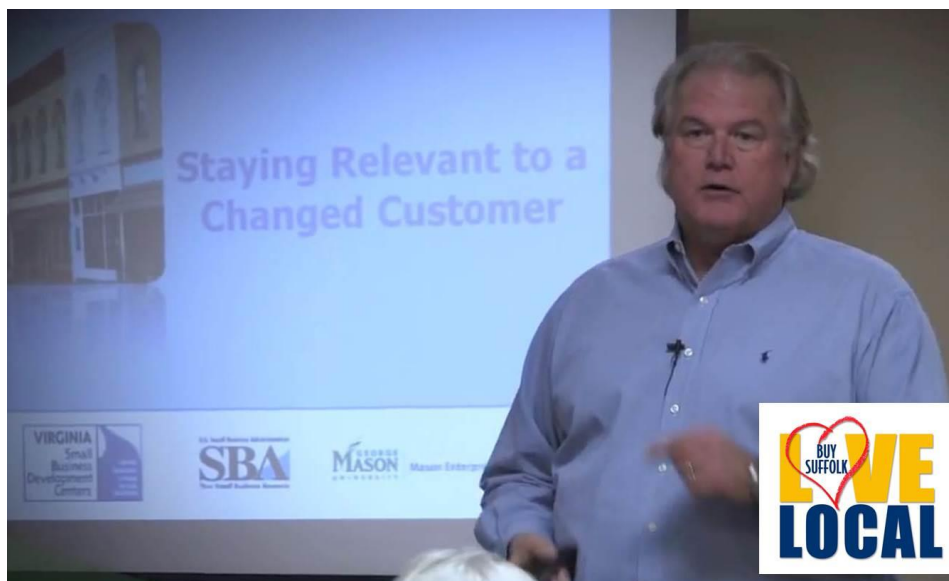
Willson brings over 35 years of retail experience in helping retail, restaurant, and tourism-related small businesses refine and promote their concepts to the public. In his role working with the SBDC, Mr. Willson meets personally with small businesses throughout Virginia as part of the Small Town and Merchant Program (STAMP), a comprehensive collection of workshops, hands-on initiatives, resources designed to address the specific needs of main street retail and restaurant businesses and confidential one-on-one counseling in partnership with the local SBDC office.

This seminar will help businesses learn about:

- Make your business a shopping destination
- Out - maneuver on social platforms
- Create a memorable experience for the customer
- Add to your services
- How to treat your customers

- Choose and position your products
- Build on community involvement
- Create and communicate your niche

The complimentary seminar will run from 4:00 p.m. – 5:30 p.m. on Tuesday, November 8<sup>th</sup> at The First Lady of Suffolk (447 W. Washington Street). To register or to learn more, contact Deanna Holt at 757.514.4049 or [Dholt@Suffolkva.us](mailto:Dholt@Suffolkva.us).



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