

NEWS RELEASE

FOR IMMEDIATE RELEASE



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Contact:

Suffolk Media & Community Relations

757.514.4104

www.suffolkva.us

STAYING RELEVANT TO A CHANGED CUSTOMER SEMINAR

SUFFOLK, Virginia (September 29, 2015) The Small Business Development Center (SBDC), along with Suffolk Economic Development is pleased to present a **FREE** small business seminar entitled, "Staying Relevant to a Changed Customer". This seminar, facilitated by Mr. Marc Willson, is designed to examine how economic conditions have changed the way customers shop and buy. Independent retailers need to understand the new economy in order to survive and thrive in business and this seminar is geared to helping them move forward in today's ever-changing market.

Mr. Willson brings 35 years of retail experience to bear 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, providing confidential one-on-one counseling in partnership with the local SBDC office.

This seminar will help businesses learn how to:

- Adapt to a new economy
- Differentiate and define your customer
- Master retailing basics
- Market and advertise
- Make your business a shopping destination
- Build your brand
- Merchandise strategically – including window displays

The complimentary seminar will run from **8:30 a.m. to 10 a.m.** on **Thursday, October 8th** at **The Second Floor (136 South Main Street, above Embroidery Etc.)**. To register or for further questions, contact Deanna Holt at 757.514.4049 or dholt@suffolkva.us



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