



ServeWise Marketing

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Alcohol Focus Scotland

The Management process responsible for identifying, anticipating and satisfying customer requirements profitably



- **Marketing Concept** – Recognising consumer needs/wants and making products that correlate with consumer desires
- **Marketing Mix** – Actions that can influence the consumer decision to purchase good or services. (Product, Place, Price and Promotion)



Why is Marketing Important?



- Need to let people know about the product
- Gains product credibility
- Helps build relationships between company and customers
- Has a direct effect on profitability and sales

Market Research



- **What did you think of the course?**
 - 54.55% Excellent
 - 42.73% Good
 - 2.73% Fair
 - 0% Poor
- **Would you recommend this course?**
 - 100% said Yes
- **How would you rate your trainer?**
 - 82.73% Excellent
 - 16.36% Good
 - 0.91% Fair
 - 0% Poor
- **How did you hear about the course?**
 - 28.89% Manager
 - 25.56% Word of Mouth
 - 24.44% Advert
 - 14.44% Internet Search
 - 4.44% Attended a previous course
- **What publications do you read?**
 - 1st – STLN
 - 2nd – Scottish Grocer
 - 3rd – Scottish Licensed Retailer
 - Joint 4th – On trade and DRAM



Old Style ServeWise Advert



Setting the standard in the Scottish licensed trade **City & Guilds**

ServeWise and City & Guilds launch their new qualifications supporting the requirements of the Licensing (Scotland) Act 2005. Separate on-licence and off-licence courses are available, tailored specifically to each setting.

Certificate for Scottish Personal Licence Holders now available
8 hours training includes licensing law, key legislation, alcohol and social responsibility. Certificate awarded by City & Guilds, and accredited by SQA and is valid throughout Scotland. Every candidate also receives a comprehensive Personal Licence Holder Guide.

Staff Qualification – Available in 2008
4 hours training covering the key areas of law relating to the sale and service of alcohol including due diligence. Awarded by City & Guilds, staff will receive a nationally recognised training certificate.

A workbook for staff, covering all the key areas required, is also available. Both meet the staff training requirements of the new Licensing Act.

For further information or to book a place please contact:
City & Guilds on 0141 341 5700 or email Scotland@cityandguilds.com
ServeWise on 0141 572 6702 or email servewise@alcohol-focus-scotland.org.uk

A Trainer qualification, for those wishing to deliver ServeWise courses to meet the new PLH and staff qualifications is also available from ServeWise.

2009 Updated ServeWise Advert




Time is running out
ServeWise and City & Guilds qualifications for licence holders and for staff





Training Deadline
September 2008
01

"We fully support ServeWise training. Without doubt they are the most comprehensive courses available in the Scottish licensed trade!"
Paul Williams, Chief Executive, Scottish Licensed Retailers Association

For further information or to book a place please contact:
ServeWise on 0141 572 6703
or email servewise@alcohol-focus-scotland.org.uk
www.ServeWise.co.uk

Examples of Usage



- SLTN
- Scottish Grocer
- DRAM
- Daily Mail
- Posters for Bar Scotland

A Personal Licence Holder's guide to delivering successful staff training



- Written by ServeWise, produced by City and Guilds
- Contains
 - Advice and tips on delivering engaging training
 - Details all areas training must cover
 - Suggested exercises to help ensure an interactive training session
- 25,000 copies produced
- Available free
- Recommended to be taken in bundles by all trainers to pass on to PLHs



Bar Scotland Event



- Questionnaires completed
- Competition – Data collected
- Trainers Guide Hand out
- Thank you email sent to all visitors




SLTN ServeWise Feature




Editorials





- Free
- Provide copy to editor
- Topics include
 - 8000th Candidate
 - Q&A about 01/09
 - Qualifications available
- Featured in
 - Daily Mail
 - Scottish Grocer
 - SLTN

Price Promotions





- 3 month promotion
- 1 – Order 150+ books in a month and receive £25 High Street Voucher
- 2 – Trainer who orders most books each month will receive £100 of High Street Vouchers
- 3 – All books now include a 20% discount, meaning you could pass a discount to your customers

Why continue Marketing during a recession?



1930's Depression

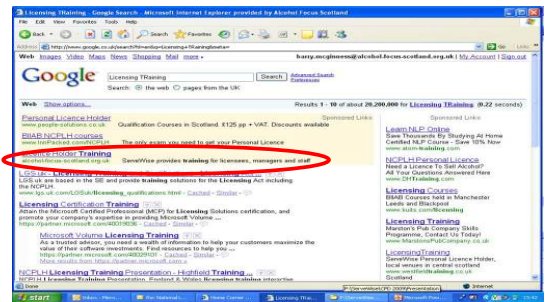


Emails



- Eye Catching Subject line
- Hyperlinks
- Clear Call to Action
- Minimum images

Pay Per Click



Social Networking Sites



- Used by hundreds of Million of people daily
- Share ideas, values and information
- Free to create, maintain
- Upload videos, comments, reviews, information



Postcards



- Already Open
- Cheap – 100 custom made for £11.99
- Could be used to redeem a discount
- Clear, simple message/call to action

Customer Rewards



- Costs 5x more to get a new customer
- 80% of income comes from 20% of customers
- Majority of Personal Licence Holders will manage staff, offer them workbooks, Staff courses

