

DOUBLE YOUR PROFITS CONSULTANCY

Case Example – Beardsalls Stationers, Shanklin & Ryde

www.beardsalls.co

“I’ve been through a seismic change”

Toby Beardsall, Owner of Beardsalls, stationers and art shops with two branches, met Dave through a strategic partner.

“Dave was arranging to work with a colleague and I heard what he was going to do, I asked if we could jump aboard too. My manager attended sessions and as a result we gained in both sales and profits. When the year’s review came up, I asked if he would advise us on a company-wide basis.”

Toby took over Beardsalls from his parents, who had built the business over many years. When they discussed retirement, the choice between a family succession and a sale to a third party had to be made. Toby took on the job without any apprenticeship.

“I had no-one I could talk to about my business.”

Our list of Strategies focussed very much in increasing income through sales. Where there were three strategies on Reducing Costs and five on Raising Prices, there were eighteen opportunities to Increasing Sales. Committing to increasing profit and discovering the easy-to-use methods involved has changed Toby's objectives.

“Thanks to Dave, my perspective has changed. I no longer run myself ragged every day. I used to assume I had to operate the machinery myself because I would ever find anyone else as skilled as me. I lived in a fog of urgent-jobs-to-do and much as I wanted the income, I didn’t want the pressure.”

“I had originally said to Dave I couldn’t manage any growth, I just wanted to improve profits. But now I’ve shed those assumptions, I’ve been through a seismic change. The horizon looks completely different from above the fog, now. And opportunities seem to be arriving all the time.”

One effect of the work has been the improvement in morale in everyone – from Toby through the long-serving manageresses to the newest assistant. And the renewed vigour in the window displays has become gently competitive between the shops, although staff are reminded that the real competition is with other stationers on the High Street locally.

And Toby has again negotiated new win-win-win alliances with colleague businesses to grow the enterprise. Firstly, he has widened the service provision, successfully marketed them and steadied the income stream. And he is expanding the Beardsalls presence in more Island towns.

"Dave Simon is much more than a consultant, he is a mentor - never critical, always supportive. His ability to 'look inwards' on a business provides an entirely alternative perspective. He frequently comes up with new ideas – cost-effective, easy and quick-to-try. If you think ‘two heads are better than one’, I recommend you try his head!"



Toby Beardsall