

## *Financial training For non financial staff*



*The financial training specialists*

### **Mr B's bookshop (profit)**

As well as the pub selling cider I talked about in last week's blog, another find on our holiday in Bath was [Mr B's bookshop](#). I love second hand bookshops (almost as much as coffee shops!), and this was a delight.

Mr B clearly knows his subject, and is enthusiastic about it too. He has lots of good ideas – one of which is a “book therapy room”. Here he will ask you lots of questions about what you enjoy reading, then recommend 10 books you haven't tried, but will probably like. Lots of people who have tried this have said “I'd never have thought of reading that, but I really enjoyed it!”

We had an interesting conversation about “How does a little independent bookshop compete with Waterstones?” (which is just round the corner).

Mr B's response was interesting. He often recommends customers to Waterstones (as they do to him), as he has deliberately not aimed to copy what Waterstones sell.

His shop has a very different feel to Waterstones, and he has developed many ancillary activities: book groups; author evenings (often with less mainstream authors); a reading year subscription; and so on.

This led me to think about what makes us different, and why our customers choose to come to us. In Mr B's case this hasn't happened accidentally, it has happened by design. What are you doing to make your business stand out from the competition – or even benefit from the competition?