

**Margie Johnson, Shop Talk**  
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**Telephone 757-491-1411, Fax 757-491-1311, E-mail shoptalk@shoptalk.org**

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**TO: Wilmington Merchants**  
**RE: Business Coaching**

*Thank you in advance for filling in this form. It will allow us to come to the visit fully prepared. All information supplied in advance or at time of the visit is confidential to consultant and business. Any follow-up information will be forwarded directly to the designated business contact.*

**Name of Business** \_\_\_\_\_  
**Owner/Manager** \_\_\_\_\_  
**Address** \_\_\_\_\_  
\_\_\_\_\_  
**Telephone No.** (\_\_\_\_) \_\_\_\_\_ **Cell No.** (\_\_\_\_) \_\_\_\_\_ **Fax No.** \_\_\_\_\_  
**E-mail Address** \_\_\_\_\_  
**Business established in year** \_\_\_\_\_  
**Website? Yes** ☐ **No** ☐ **Informational only** ☐ **Transactional** ☐  
**Website address (if applicable) www.** \_\_\_\_\_  
**Social Media i.e. Facebook, Twitter, Pinterest, etc. ? Yes** ☐ **No** ☐  
**# of Full-time employees** \_\_\_\_\_ **# of Part-time employees** \_\_\_\_\_  
**Total approx. square footage of store** \_\_\_\_\_  
**Square footage of actual selling space** \_\_\_\_\_  
**Do you rent or own your facility? Rent** ☐ **Own** ☐

**Please give a brief overview of your business – include concept and history.**  
**(Number of years in business, was it an existing business, etc. )**

**I feel the key strengths and differentiations of this business are: (for example: great location, visually exciting, steady sales growth, online presence, marketing and advertising strategies, awards, etc.)**

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**Please indicate some of the specific areas of concern that you would like to discuss with me during our visit: (for example: advertising, marketing, online presence, employee relations, visual merchandising, inventory management issues, expense control, customer service, business expansion, partnership/ownership considerations, etc.)**

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**Specifically what, if any, areas do you need to strengthen in your personal skills set? (for example: business development, business methodology/buying, time management, technology education, delegation, listening, etc.)**

**Will you have examples of your recent marketing, advertising, online ads, web promos, etc., available for me to review on the day of my visit? Yes ☐ No ☐**

**Please share with me any other pertinent information or areas of concern that you feel will be helpful for me to know as I prepare for our visit.**

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*If you have questions about this process or need to talk to me prior to my visit, my contact information is at the top of this form. I look forward to working with you!*

**Please deliver this form in a sealed envelope with your name, business name and phone number to Gretchen Havreluk at 2 East Main St. Wilmington, VT starting on Friday, May 22nd, 2015 at 8:30am.**

**There are 9 one-on-one consult visits available.**

**This is on a first come, first serve basis.**

**This will allow me to be prepared for the specific needs of your business.**

**The information you provide is confidential.**