

THE RETAIL DOCTOR'S

# SERVICES GUIDE

Choose the right  
RX for your  
Retail Health



SalesRX Virtual  
Online Sales Training

On-Site Retail Sales  
Training

On-Site Business  
Consulting

Motivational Speaking



As a retail expert, I'm often asked how retailers can best utilize my services. Based on my real-world training on the retail sales floor, experience as a successful franchisor and entrepreneur, and as the go-to sales guy for some of the best brands in the world, this is what I can deliver to help grow your retail sales.

**BOB PHIBBS**  
The Retail Doctor

## SALESRX VIRTUAL ONLINE SALES TRAINING

Sales RX is a web-based interactive training and communication technology solution designed for brick-and-mortar retailers to develop and maintain a highly skilled staff at every level of their organization.

It's the next best thing to having Bob on staff! The virtual version of the Retail Doctor works 24/7 at each person's individual pace and learning style, while giving you the ability to track every relevant detail in a full report to management. I teach each team member all they need to know to be more successful ranging from hiring smarter and onboarding, to how to sell and sell more, and how to maintain the desired level of professionalism. The system also enables brands to provide an on-demand solution for all new hires.

### WHAT YOU GET



**Manager Training** - Core and Advanced Train the Trainer courses + Hiring Smarter



**Associate Training** - Core, Review, and Advanced courses



**Support Courses** - How to Videos for Managers & Administrators



**Pep Talks** - For when Managers get Training pushback



**Personality Styles** - How to sell to different types



**Manager Playbooks** - With all the tools you need to meet with success



In addition, there are opportunities for you to create your own video content to upload into your SalesRX learning portal.

Using the File Vault features allows you to upload your employee manuals, product sheets, and more to have one gateway to your employee training. For larger clients we create custom portals and film additional unique content to provide a complete, branded learning platform.

---

## WHAT CLIENTS ARE SAYING

“SalesRX has become the bar of acceptance to be successful at Hammitt.”

**TONY DROCKTON**  
Founder, Hammitt

“Ninety-nine percent of our people acknowledge that they learned a lot and it made them better salespeople – and that’s from our regional managers down.”

**JASON DELVES**  
President & CEO, F9 Brands (Gracious Home, Cabinets to Go)

“Once everyone is on the same page, it just makes it easier to develop a cohesive team because the expectations are the same across the board. The program has helped the division increase Units per Transaction, increase average sale price and most importantly, increase sales by 108%. The SalesRX training helped the division excel within the fiscal year.”

**NATIONAL MANAGER  
RETAIL OPERATIONS SEIKO**

---

## WHO IS SALESRX FOR?

While anyone can profit from SalesRX, this solution is best for larger, premium brands that sell higher-priced items in a variety of locations.



## ON-SITE RETAIL SALES TRAINING

Bob comes in person to your location and demonstrates powerfully how sales are most often lost much earlier in the interaction because you haven't gained the trust of your customer.

Instead of focusing on the outdated ABC: Always Be Closing, closing tricks, gimmicks or techniques, this retail sales training with the Retail Doctor himself, will teach you the complete opposite.

Learn what really matters. Humans meeting other human beings. The power of connection. Then you can really sell your merchandise.

---

## WHAT CLIENTS ARE SAYING

I hired Bob to show my team a unique and amazing point of view on working with the customer and he did not disappoint! If you are a retailer looking for an amazing speaker to help your store(s) increase their sales, relate more effectively to the customer, become energized about selling, I highly recommend Bob. He was fantastic!"

**TODD GILL**

Senior Manager Retail, Calphalon

---

"My only regret is that we didn't do it sooner." - **KURT RACHDORF, LEGO**

---

## WHO IS IN-PERSON ONSITE RETAIL SALES TRAINING FOR?

This is a great way to kickoff SalesRX for your crew. It can also be developed as a one-day intensive for your sales staff or organization. This option is ideal for sales teams you bring together whether they are retailers or sales reps to retailers.



## ON-SITE BUSINESS CONSULTING

Let the Retail Doctor's retail consulting expertise unleash your company's full potential with on-site business consulting.

### WHAT YOU GET

From a single day for a quick recommendation to a multiple day major business makeover, the Doc is in! If you are looking to boost conversion of lookers to buyers, to get a handle on how you can sell more merchandise and specific actions to take, this is the option for you.

Bob's unique approach is backed not only by fact-based analysis and innovative methodologies, but more importantly — a genuine understanding of human behavior of both consumers and retailers. It is the same process he's used for business makeovers for the Los Angeles Times.

The Retail Doctor's expert retail consulting covers a variety of business, sales, and marketing topics that are the key channels to retail success.

To create an organized plan to examine the health of your retail operation, Bob will begin by looking at your store facility, its product displays, lighting, signage and more with a reset to improve customer flow and browsing. He will move on to providing retail sales training, examining your business' six indicators of financial health, and how effective your marketing strategies are. You'll receive his individualized recommendations and a plan at the end.

---

## WHAT CLIENTS ARE SAYING

"Bob had immediate suggestions for improvement for my 12 stores that were easy to implement and cost effective."

**DEANNA RENDA**  
Naples Soap Company

"We reported a 27 percent increase in sales in the next quarter."

**BILLY EKLUND**  
Eklund's Farm Machinery

“I hired Bob to freshen our thoughts, organization and energy. He did all of that and more. There is a renewed energy on all levels- our average sale has increased and we have a renewed sense of where we are going. Bob is a phenomenal guide, trainer and human being-focused on making you and your company succeed!”

**ROBERTA BONOFF**  
Creative Kidstuff

## WHO IS ONSITE BUSINESS CONSULTING FOR?

Retailers with sufficient experience and sales performance looking to do even better.

## MOTIVATIONAL SPEAKING

The Retail Doctor offers nine customizable and highly sought-after presentations that are sure to captivate, motivate, and transform individuals aiming for success and equip them with life-changing advice that they can instantly apply. Going beyond customer service, Bob will give your dealers the tools to compete in today's rapidly changing retail market.



## WHAT YOU GET

Choose from these keynote titles:

- ✓ You Can Compete!
- ✓ Selling to Boomers: How Your Millennial Employees are Impacting Your Store
- ✓ How Not to be a Showroom for Amazon
- ✓ Visual Merchandising for Sales
- ✓ Yesterday's Gone: Thriving in Your Store Today
- ✓ Improve Your Social Media in Real Time
- ✓ 30 Trends Every Retailer Should Know
- ✓ How To Train and Manage Your Sales Team
- ✓ Marketing Smarter Than Your Competition

In order to deliver the hopeful message you want to impart, I work with you to learn industry-specific jargon, challenges and how the speech fits into a well-crafted event.

---

## WHAT MEETING PLANNERS AND INDUSTRY LEADERS ARE SAYING

“Bob has a massive stage presence. His knowledge on what makes people tick in the retail world and his understanding of human nature are second to none. The team at MECS+R heartily endorse Bob’s support for us and the retail industry globally. His vast knowledge, professional upbeat ‘no-nonsense’ delivery and comfortable demeanor make Bob a true master.”

**DAVID MACADAM**

CEO, The Middle East Council of Shopping Centres and Retailers

---

“Bob’s highly visual presentation style keeps the energy going while delivering relevant, meaningful content.”

**KRISTIN FIRREL**

VP, Paul Mitchell

---

## WHO IS MOTIVATIONAL SPEAKING FOR?

Premium brands, distributors, franchises as well as associations and individual businesses have hired the Retail Doctor to speak all over the world and give them practical tools to grow their retail sales.



Whatever need you have whether in-person or virtual training or speaking, your first step is to connect with me by sending an email to [bob@retaildoc.com](mailto:bob@retaildoc.com) or simply giving me a call. I answer all calls myself.

I look forward to speaking with you about your initiatives soon.