



Bob Phibbs

the RETAIL DOCTOR

Helping you transform your business, increase sales and seize the competitive advantage you need!

Are you ready to enjoy the game of **running a successful business**? The Retail Doctor® has spent his life **bettering businesses** and many of his clients have seen their **sales double** using his **proven strategies**. He will help you **retrain your employees to sell**, **focus your goals**, and **market your business** better than ever before so you can compete!

The Retail Doctor's Most Requested Speaking Programs

- You Can Compete!
- Marketing Smarter Than Your Competition
- Selling Like a Pro
- Merchandising for Sales
- How to Train and Manage Your Sales Team

Clients Rave!

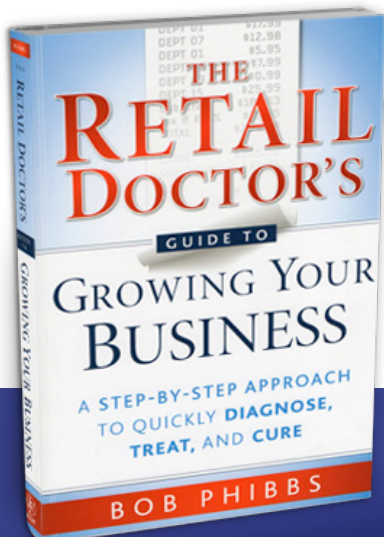
“Bob is a **one-of-kind presenter** who understands the challenges retailers are facing, has the expertise to offer **real time solutions** and the attention-grabbing **wow factor** to make it interesting for them to tune in & stay tuned in.”

- Kathleen McHugh, President, ASTRA

“Bob has a **laid back style** that allows him to show his knowledge of retail while the **audience laughs and enjoys the training**. After Bob's presentation you realize you had fun but you also have key take-aways that you can implement to **make a difference in your business**.”

- Joe Dagley, Motorcycle Product Manager, Yamaha

In the Media



Bob Phibbs – The Retail Doctor®

Bob Phibbs, the Retail Doctor®, has helped hundreds of small and medium-sized businesses in every major industry, including hospitality, manufacturing, service, restaurant and retail. He is a nationally recognized expert on business strategy, customer service, sales, and marketing. With over thirty years experience beginning in the trenches of retail and extending to senior management positions, he has been a corporate officer, franchisor and entrepreneur. He is also author of the highly-acclaimed business book *The Retail Doctor's Guide to Growing Your Business*.

Inspire change in your organization! Hire Bob Phibbs, the Retail Doctor® for your next event.

Visit www.RetailDoc.com or Call (518) 444-8082



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“Bob’s strengths are his wit and **ability to build instant rapport without being overbearing**. In his line of work, it is necessary to guide and direct without being too dominant. It is a fine line and Bob walks it with integrity and elegance.”

- Melodie Grace, Director of Procurement, James Hardie

“Bob focused us with an **enthusiastic** review of the fundamentals of retail that tend to fall by the wayside when you’re worried about a tough economy. **If you need a speaker who will engage and motivate your retail-oriented audience, Bob’s your guy!**”

- Erin Pirro, Business Consultant, First Pioneer Farm Credit, ACA

“What fun we had working with you at our convention! I have been working with keynote speakers for more than I care to admit and **you truly had an understanding of their business**, the day-to-day competition they face and the steps they need to take to compete. Many of our dealers have commented on the appropriateness of your speech and the fact that they **would have loved to have heard more**.”

- Nancy Jewell, Husqvarna Viking

Need a Speaker?

Bring Bob Phibbs to your trade group, business association, national conference or select customers with one of the five sales and marketing presentations below or suggest a topic:

You Can Compete!

Retail isn’t that hard to perfect... it comes down to having the right people and right product for your customers. When you drop one of those, you end up settling. And if the past year has taught us anything, it’s that you just can’t settle anymore if you want to **get ahead of the competition and stay there**. In this retail training presentation, you’ll discover how to make bigger sales and earn the profits you seek by building the right team, holding on to existing clientele, and capturing new customers.

Marketing Smarter Than Your Competition

Interruption marketing is the past; **the future of marketing is participation**. To make more money, you need to get in front of those people looking for your products or services by getting top search engine rankings. This marketing presentation shows you how to **monitor your brand, engage your customers and create direct links** to what your local customers are searching for so you can market smarter than your competition.

Selling Like A Pro

In order to **move more merch**, your employees must possess great customer services skills so they can build trust quickly and start a relationship with your customers. In this presentation, Bob reveals his proven sales process you can easily apply to see your **sales increase, your merchandise turn increase and your employee turnover plummet**.

Merchandising for Sales

With these days of budget cuts and computer scheduling programs to minimize overlap of hours, your employees simply can’t be everywhere suggesting add-ons. **Displays are your silent salesperson**, from the intriguing windows to the impulse items at the counter. They are the foundation of a **healthy business**. In “Merchandising for Sales,” Bob shares tips and tools that will help you **create kick-butt displays that move product quickly**.

How To Train and Manage Your Sales Team

In order to **earn the profit you desire**, you need your sales team at the top of their game, focused on the customer and adding value. This retail management presentation reveals **secrets to managing your sales team**, raising them from lowly clerks to the top of the selling mountain!

Experience a message that spurs people to action! Hire Bob Phibbs, the Retail Doctor® for your next event.

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About Bob Phibbs, The Retail Doctor

As a retail expert, consultant and coach, Bob will help you transform your business, increase sales, and seize the competitive advantage that you need!

Business Strategy and Marketing Expert

Bob Phibbs, the Retail Doctor®, has helped hundreds of small and medium-sized businesses in every major industry, including hospitality, manufacturing, service, restaurant and retail. He is a nationally recognized expert on business strategy, customer service, sales, and marketing. With over thirty years experience beginning in the trenches of retail and extending to senior management positions, he has been a corporate officer, franchisor and entrepreneur.

Retail Speaker and Consultant

In 1994, Bob started his own consulting company, The Retail Doctor, with a mission to provide training and inspiration to small and medium sized independent businesses — and teach them how to successfully compete in today's retail environment.

As a member of the National Speaker's Association (NSA), Phibbs regularly addresses business organizations, corporations, and business conferences.

Bob's aggressive, comprehensive ideas and best practices has proved successful in helping firms of all types and sizes. Bob's passion and enthusiasm are hallmarks of his presentation skills. He has consulted for, and given presentations, to some of the country's best-known retail brands, including Yamaha, Caswell-Massey, Viking, Brother, LEGO and True Value.

Celebrity Media Guest and Author

A frequent guest on MSNBC's Your Business, he and his work have been featured in *Entrepreneur* magazine, the *Wall Street Journal* and the *New York Times*. In addition, Phibbs provides business makeovers for the *Los Angeles Times*. His award-winning book, *You Can Compete* is the backbone of Do-It-Best hardware's How-to-Beat-the-Big-Box kit for their 4400 stores.

In the Media



THE WALL STREET JOURNAL.

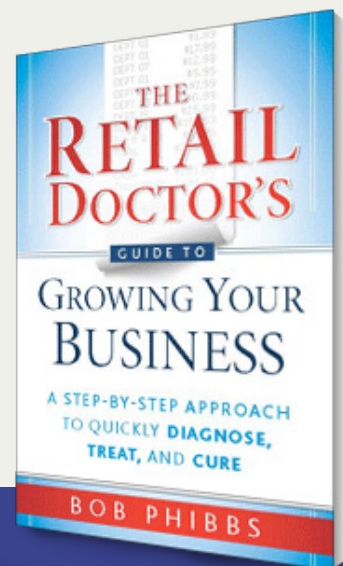
The New York Times

Entrepreneur
MAGAZINE

Los Angeles Times

The Retail Doctor's Guide to Growing Your Business

A concise how-to on growing your business! Read the book that left *USA Today* raving, "...This book helps you with any issue your retail business may have from marketing more effectively, to mark-ups and price points, increasing profit and much more."



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Partial Client List

- Aquatech
- Brother
- Cabinets To Go
- Caswell-Massey
- Creative Cakery Franchise
- Creative Kidstuff
- Do-It-Best Hardware
- Gloria Jeans Coffee
- Hand and Stone Spa
- Franchise
- Hunter Douglas Window
- Fashions
- It's A Grind Coffee House
- LEGO
- National Retail Federation
- Ohio Wholesale
- Purina
- RetraVision (AU)
- Smoothie King Franchise
- Sterling Optical Franchise
- The Tile Shop Franchise
- True Value Hardware
- Vera Bradley
- Viking
- Winestyles Franchise
- Yamaha Motorcycles

What Clients are Saying

Bob Phibbs helps a variety of clients improve their business and increase their profits.

“If I had a nickel for every time you were mentioned from the stage (“... it’s like Bob said yesterday .”), I’d be a rich man. **You were easily the most-quoted speaker at the show.**”

- James Bickers, Retail Customer Experience Executive Summit

“People were raving about your presentation! Everyone said this was the **best event they ever attended** of any manufacturer!”

- Dean Shulman, President, Brother International

“It is rare to find a professional speaker who is willing to immerse himself in our industry and **customize a training program specific to our participants.** Our customers feel connected to him because they feel **he really knows and understands their business.**”

- Donna Keeler, Training Manager, Hunter Douglas Window Fashions Gallery

“**What fun we had working with you** at our convention! Many of our dealers have commented on the appropriateness of your speech and the fact that they **would have loved to have heard more.**”

- Nancy Jewell, Husqvarna Viking

“Bob is a one-of-kind presenter who **understands the challenges retailers are facing,** has the expertise to offer real time solutions and the attention- grabbing wow factor to make it interesting for them to tune in and stay tuned in. They came away from your session with the **confidence and the motivation to try something new.** That’s the best result any association can hope for when they hire a speaker.”

- Kathleen McHugh, President, American Specialty Toy Retailing Association



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