



They'll
Need a
**Bigger
Suitcase...**



What Meeting Planners Say...

"Thank you for helping to bring such great educational programming to the San Francisco International Gift Show. Your *Explode Your Sales* workshop was the **best workshop on retail!** Your workshop brought insight, experience, and innovative ideas to the attendees."

Stacey L. Heiss, Director of Marketing, Western Exhibitors, Inc., San Francisco, CA

"Thanks, Bob! **You made me look like a HERO.** As chairperson of the education committee I was concerned that we find a speaker who would be relevant, exciting, and most importantly, practical. You were all that... and more!"

Kelly Larson, Great Lakes Ice Cream and Fast Food Association

"Bob spoke at our last convention, and we had dozens of attendees state he was not only the best speaker they have heard at a National Nutritional Foods Association event, but **he was the best speaker they have EVER heard!** High praise I know, but Bob really delivers on topics like marketing for retailers, effective hiring practices, and my personal favorite, *Why won't people do what I ask them to do.*"

Don Eurich, Eurich Management Services, Lansing, MI

"We are still hearing from members that attended your session at the Fall Market telling us how fantastic it was. Thank you! We could not have asked for anything more. **You hit a home run out of the park!!**"

Katie Stangel, Director, True Value University, Chicago, IL

"Captivating keynote speakers are hard to find. Your **keynote was perfect;** and it tied right into subjects touched upon by our manufacturers in their service clinics... Even harder to find is a keynote speaker who can then present a 2-hour workshop which builds so effectively on the groundwork laid the day before. But that is exactly what you did at this year's NASA convention. We seldom get this type of great "meat and potatoes" advice from speakers, but we have learned to expect just that from you. Which is exactly why we brought you back for your second NASA convention in a row!"

Carrie Giannakos, Executive Director, National Appliance Service Association

"The two sessions that you presented at the OFA Short Course were a big hit! Of the over 25 sessions presented this year by our industry's top trainers, your workshops were rated #2 and #4 by the attendees. Comments included: **'This session alone should increase sales enough to pay for the entire trip.'** and **'Awesome session. I left inspired!'** We look forward to working with you again."

Michelle Gaston, Director of Professional Development, Ohio Floral Association

"Bob has the wonderful gift of being able to give his audiences a swift kick in the pants while at the same time lifting them up, giving them hope, and showing them exactly what to do to be successful. His enthusiasm is contagious, he's accessible to the audience, and **my group loves him...** in short, he's wonderful!"

Cherie Reagor, Owner, The Gift Basket Connection



233 Washington Ave #213, Grand Haven, MI 49417
Phone: 616-842-4237 Toll Free: 800-842-1660 Fax: 616-842-2977
E-mail: Bob@WhizBangTraining.com Web: www.WhizBangTraining.com

What the Audience Says...

"I recently listened to you at the True Value show in Las Vegas. **It was the best class ever!** I have the CD's in my computer today listening to the seminar over and over again. I plan on using all the tools you provided. Thank you!"
Kelly L. Long, Long Bros. Building Supply, Inc., Woodburn, OR

"**Just incorporating your ideas into our day-to-day business is working wonders.** Even though our industry is at a stagnant point, we have increased our business by 20% this year. We're becoming fearless in our desire to satisfy our customers. And I thank you for helping to show me the light!!!"
Harvey Federman, Sew Right Sewing, Bayside, NY

"We attended a one-day seminar presented by Bob Negen wherein he promised a 30% increase in our annual profits. He was not totally truthful! After taking the seminar and then the subsequent training session, **our profits rose by a whopping 50%!**"
Glen and Linn Williams, Adventure Golf, Boyne Rapids, MI

"I must say this is one of the best classes I've ever taken and I was very impressed with your knowledge and experience. I implemented the ideas I got from you at our recent "Midsummer High Tea in the Garden" event and I **am delighted to report that I had record-breaking sales.** It was like having Christmas in August!"
Dechen Lama-Luna, Yeti's Designs, Pleasant Hill, CA

"I have never attended a session (and I have attended quite a few) where the contents were so concentrated, fitting, and **absolutely 100% applicable.**"
Peter Haun, Peter's Polar Parlor, Syracuse, NY

"As an old direct salesman, I have heard many speakers in my life. Some talk 10 minutes and it seems like an hour. **You talked for an hour and it seemed like ten minutes.** Zig Ziglar was one of the best, and I think you're just as good."
Bill and Lana Burwell, Custom Vacuum, Yakima, WA

"Thanks, Bob, for helping me realize that it IS possible to **build my sales without spending a gazillion dollars** in traditional advertising. After 14 years in the gift basket business, I had become complacent and stale. You have inspired me."
Diana Singer, The Gift Basket Cottage, Elmsford, NY



233 Washington Ave #213, Grand Haven, MI 49417
Phone: 616-842-4237 Toll Free: 800-842-1660 Fax: 616-842-2977
E-mail: Bob@WhizBangTraining.com Web: www.WhizBangTraining.com

Programs

For a complete list of Bob's retail and small business programs, visit the "For Event Planners" section of our website. Here are four of our most popular programs...

Marketing Programs

"Explode Your Sales"

Does a sales increase of 10-30% sound good? Marketing ideas that blow the drawer off the cash register don't have to be complex. This powerful program will give your audience members simple and effective techniques for discovering and cashing in on untapped channels and markets.

"Electronic Marketing for Independent Retailers"

Using e-mail marketing in conjunction with a simple website is the single most powerful, cost-effective way to market a small business. This program will show your audience exactly how.

Staff Development Programs

"How to Develop a WhizBang! Staff"

A top-notch staff is a store's biggest competitive edge. Employees are the people standing face to face with customers and bringing – or failing to bring – money into the business. Are they doing the job? Learn Bob's foolproof, six-step process for filling your roster with top performers – from start to finish.

"How to Make the Sale Without Being Pushy"

Change the way employees think about selling and create sales superstars. Your audience will see big-time sales increases and develop incredibly loyal customers to boot!

Programs are also available on practical financial management, customer service, operations, inventory management, and more.



233 Washington Ave #213, Grand Haven, MI 49417

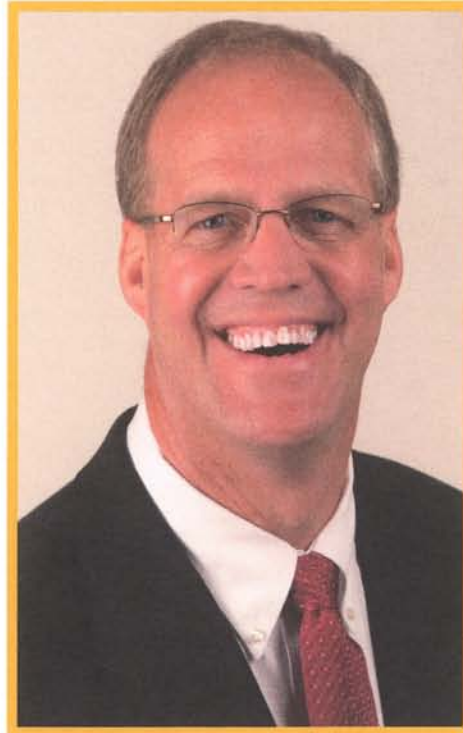
Phone: 616-842-4237 Toll Free: 800-842-1660

E-mail: Bob@WhizBangTraining.com

Web: www.WhizBangTraining.com



Meet Bob Negen



After owning his own award-winning kite store for over two decades, Bob Negen has spent the last six years teaching other store owners and managers the nuts-and-bolts skills they need to run successful retail businesses.

In his work as a speaker, best-selling author and consultant Bob Negen has taken the customer-focused business philosophy he developed at his own retail business and applied it to the new realities of retail – increased competition, incredible price pressure, and the availability of 24/7 shopping on-line.

In 2006 Bob and his wife and business partner Susan Negen released their best-selling book “Marketing Your Retail Store in the Internet Age” with global publisher John Wiley and Sons. In the book Bob and Susan show retail businesses how to use innovative, inexpensive marketing techniques to create new customer relationships and do more with existing customers.

Thousands have laughed as Bob tells of the lessons he learned as he helped transform the simple kite from a child’s play toy to a serious adult hobby, or how he generated over \$2,000,000 in yo-yo sales and how it all applies to retailers and their businesses.

Bob leads the way in developing new ways for your audience to stay ahead of the pack. Through speaking to groups like yours, working with retailers one-on-one in his acclaimed Marketing Mentor Program, and interacting with retailers every week through his weekly e-mail tip-of-the-week, Bob has his ear to the ground and is always finding what’s working and what’s not.

Whether it’s teaching your group how to use “broad resource e-mail marketing” to increase the number of customer visits, “cause marketing” to attract new customers, or how to use innovative training techniques to create a WhizBang! staff, Bob guarantees your audience will leave your meeting fired up.

Bob’s presentations are more than motivational fluff. His dynamic and compelling programs provide both the motivation and the practical, to-the-point information your group needs to bring more people in the door, service them better, and make more money.



233 Washington Ave #213, Grand Haven, MI 49417
Phone: 616-842-4237 Toll Free: 800-842-1660 Fax: 616-842-2977
E-mail: Bob@WhizBangTraining.com Web: www.WhizBangTraining.com

Investment

"If Your Audience Doesn't Rate Bob a "9" Out Of "10" It's FREE!"

Conventions, Trade Shows, and Corporate Conferences

Half-Day (up to 4 hours)	\$5000 (plus travel expenses)
Full-Day (up to 8 hours)	\$7500 (plus travel expenses)

Many clients schedule Bob for a keynote with a workshop immediately following OR two workshop sessions to run sequentially. Either of these scenarios qualifies for the half-day rate and makes hiring Bob an even greater value!

A 10% discount may be taken if the entire fee, excluding expenses, is paid within 7 days of receiving the letter of agreement. All major credit cards are accepted.

Other Services Available

Bob is a very experienced panel moderator and discussion facilitator. Great for "best practice" roundtables and idea exchanges.

Bob is happy to conduct follow-up teleseminars for your audience to reinforce the ideas and refresh the skills learned at your event. Books, tapes, and other learning resources are also available to help your group get even more information from Bob. Please ask about quantity discounts.

Travel Expenses

Travel expenses include air fare (or mileage, if local), hotel accommodations, ground transportation, and meals (not to exceed \$50 a day). Please ask about our flat rate, expenses-included fee option. It saves you time and makes budgeting easy.

Deposit and Cancellation Policy

A 50% deposit will hold your date. The date is considered open until the deposit has been received. In the event of cancellation, the program may be rescheduled with no penalty. If the program is cancelled and not rescheduled, the deposit will serve as full and complete settlement.

Audio and Video Recording

Any non-profit distribution of a recorded program within an organization is permitted, provided a master copy of the recording is supplied to us. Any profit-seeking distribution of any recordings requires a separate written royalty agreement.



233 Washington Ave #213, Grand Haven, MI 49417
Phone: 616-842-4237 Toll Free: 800-842-1660 Fax: 616-842-2977
E-mail: Bob@WhizBangTraining.com Web: www.WhizBangTraining.com

RetailSuccess!



If your audience is retailers or service business owners, you can't do better than Bob Negen.

You'll get a speaker who knows the challenges and opportunities every store owner faces and how to deal with them. Bob's hard-hitting and often hilarious stories come from over two decades building his own business from a pitiful \$17,000 in annual sales to a multi-store, multi-million-dollar operation.

He's "been there, done that." Your audience will know it... and appreciate it.

Bob is uniquely qualified to administer tough love. He'll make them laugh and make them think, but he won't let them off the hook. In the end, your audience will know the responsibility for their success rests squarely on their own shoulders. Plus they'll get the tools and inspiration they need to go home and make it happen.

Bob doesn't talk to Phd's, Esq's or CPA's. He talks to small business people, in the language of small business, about the things that are important to small business. Things like how to generate tons of sales on a shoestring marketing budget, what you need to know about practical financial management that your banker and CPA don't tell you, how to manage and motivate a superstar staff, how to control inventory to make more money, and other critical skills that mean the difference between big time success... or failure.

Your programs can be customized to match the needs of your group, and both the titles and content can be modified to fit the theme of your meeting. Bob will research your industry, interview key players, and deliver a message that gets straight to the heart of the matter.

If you want your people to leave your next convention or conference fired up and loaded with money-making strategies that are absolutely sure to work in their business, then you want Bob Negen as your speaker.

Call or check our website for more information and date availability. Make your next meeting your best meeting and book Bob Negen today.



233 Washington Ave #213, Grand Haven, MI 49417
Phone: 616-842-4237 Toll Free: 800-842-1660 Fax: 616-842-2977
E-mail: Bob@WhizBangTraining.com Web: www.WhizBangTraining.com

...to take home
all the money-
making ideas
they'll get
from retail
expert
Bob Negen.

