

Phil Wrzesinski,
Award-Winning...

SPEAKER
AUTHOR
RETAILER

Helping independent
retailers grow their
business the right way.

The Presentations Your Attendees Will be Talking About All Year...

◆ PRICING FOR PROFIT

Retailers leave thousands of dollars on the table. This presentation shows you how to raise prices and increase sales by harnessing the power of perception. Learn these techniques and you'll start making more money the very first day.

◆ GENERATING WORD OF MOUTH RIGHT AWAY

Word-of-Mouth is the most powerful form of advertising. This presentation shows you four simple, yet effective ways to get people to brag about your business to their friends and family.

◆ MAKING YOUR ADS MORE EFFECTIVE

Whether you do print, broadcast or social media, this presentation shows you how to craft a stronger message that will get noticed and move the needle. Your advertising and your business will never be the same.

◆ MAIN ST. MARKETING ON A SHOESTRING BUDGET

Not every retailer has tens of thousands of dollars to spend on advertising. If you have a limited budget, these seven techniques will get the traffic through your door at minimal or no cost to you.

◆ RAISING THE BAR ON CUSTOMER SERVICE

Every retailer thinks they have *great customer service*. But great customer service is no longer enough. This presentation walks you through all the touch points you have with your customers and shows you how to raise the bar beyond great to WOW them and make them come back for more.

When you need a killer presentation that rocks the audience and has them thanking you for the best conference ever, you hire Phil Wrzesinski.

When you need a professional who does his research to know your audience and give them their money's worth, you hire Phil Wrzesinski.

When you need a speaker who wants to make your job easier by being prepared, flexible, and self-sufficient, you hire Phil Wrzesinski.

Here is what people are saying...

"The highest rated presentation in the history of our organization!" - *American Specialty Toy Retailing Association (ASTRA)*

"Phil's tips paid off immediately at our next staff meeting." - *Midtown Association of Jackson*

"Best instructor ever! Learned skills I can easily apply and make money doing it." - *SuperZoo*

"Great thought provoking classwork that has a real relation to sales." - *Jackson Retail Success Academy™*

"Worth the price and expense of entire convention. Single best ASTRA presentation ever - pragmatic, action-oriented!" - *ASTRA*

"Not only does Phil know his subject matter and have a wonderful way of getting it across (he's an audience favorite!), he is incredible to work with... professional, friendly, organized, responsible, and accommodating!" - *Christine Pauley, Exhibit & Education Coordinator*



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