PROGRAM DESCRIPTIONS:

**You Can Compete**

**Alternate title:** You Can Compete: How to Stop Getting Your Butt Kicked by Online Competitors

The flawed assumption nearly every retailer makes is that they'll edge out their online competitors by beating them on price. But with rising costs in both leases and labor, this isn't sustainable. However, there is one thing brick-and-mortar retailers can do that, by design, online retailers will not ever do.

In "You Can Compete," Bob outlines the startlingly simple but mostly overlooked insight that will help you not just to grow your profitability but reinvent your business as a whole. This interactive, inspirational, and power-packed keynote introduces you to the secret weapon others can never replicate.

Key Takeaways:

* Unlock the pathway to creating an unforgettable human connection with any shopper.
* Learn how a powerful, proven sales process can engage even the most jaded shopper.
* Know the exact steps for training your crew to deliver a remarkable, five-star retail experience.
* Understand how brick-and-mortar retailers can give their shoppers what cold online retailers can never replicate, no matter what.

**Marketing Smarter Than Your Competition**

How to attract and retain more customers? This program is designed to equip retail business owners with practical strategies for improving their online presence and driving more customers to their stores. In this session, participants will learn:

* Strategies for creating engaging content that showcases their products and services on social media platforms, including how to use ChatGPT effectively.
* Techniques for building and growing their email list, creating newsletters that convert, and leveraging the power of email marketing to increase customer engagement.
* The benefits of using video to promote their content effectively and reach a wider audience.

By the end of the program, participants will have a thorough understanding of how to use social media, email newsletters, and video marketing to grow their brick-and-mortar retail business and stay ahead of the competition.

**Building Your Leadership Bench For Future Uncertainties**

While many have focused on the impact of the great resignation on front-line workers, it's essential not to overlook the importance of developing your second-in-command, shift leads, and assistant managers. In this program, you'll learn the key elements needed to build a robust bench for future uncertainties.

You'll learn how to:

* Discover the most crucial factor that many managers forget when developing leaders.
* Overcome the "no time to develop my crew" hurdle.
* Uncover the secret to providing exceptional customer service while also reducing employee turnover.

With the right tools and knowledge, you can develop a strong leadership team that will drive your retail business forward, no matter the challenges that arise.

**Selling Like A Pro**

Looking to increase your retail sales and your merchandise turn while significantly decreasing your employee turnover?

‘Sales’ is both an art and a science. Retailers no longer have the luxury of customers walking in without researching their buy first. People are thumbing Amazon and other online retailers well before stepping into your store and while standing in your aisles. How do you increase sales, reduce employee churn, and sell your merchandise at full price?

The Retail Doctor, Bob Phibbs, shares the exact steps to close sales effectively and effortlessly, no matter your brand, location, or product line. This is the exact system Bob implemented to generate the highest increase in sales from the highest-grossing mall in the United States.

During this session, attendees will learn:

* How to modify their personality so the shopper can hear them.
* How to greet any customer and avoid the pitfalls most still make.
* How to make a stranger see you as a trusted advisor.
* Why features and benefits are losing ground and what to do instead.
* How to add-on to every sale

**Visual Merchandising For Sales**

Fact #1: End displays, window signs, and impulse items at the counter can be your silent salesperson for driving sales.

Fact #2: Most retailers are terrible with a capital ‘T’ at visual merchandising.

Enter Bob Phibbs, the Retail Doctor, with his Fortune 500-proven, Midas touch-inducing knack for turning ho-hum displays into cash machines. Bob guides you on the key visual merchandising skills every retailer needs.

Your products are all screaming *Buy Me* at the same time. Unless you focus shoppers’ attention with the right display in the right area, they'll feel overwhelmed and move on to another retailer who displays a focused approach to the merchandise and makes buying *easy*. Not *work*.

Bob’s speech will give you the confidence to create show-stopping displays by identifying which products to display in the first place. Solve the age-old question, *Where do you want me to put this?* and understand how traffic patterns can make or break a best seller.

Key takeaways for the audience:

* How to identify and improve traffic patterns in your store.
* How to easily merchandise your store.
* How to apply lessons learned from viewing real-life examples.

**30 Trends Every Retailer Should Know**

Knowledge is power, and as retail shifts to new models, you'll want to know how others are competing to hold onto their customers.

The retail world is constantly evolving with new technology, platforms, and requirements to be an employer of choice. This session will help attendees understand the challenges and current state of the industry. You’ll be able to identify over 30 major trends shaping customer and employee behavior.

During this session, attendees will learn:

* New models of retailing
* New customer-focused initiatives
* New ways shoppers are looking to purchase

**How Not To Be A Showroom For Amazon**

Today’s shoppers walk in with a loaded weapon – their smartphone. Don't lose out by failing to subdue this challenge.

How do you secure sales from customers who are constantly checking out your online competitors even when they're perusing your store?

In this insightful session, expert retail consultant Bob Phibbs, the Retail Doctor, will leave you with actionable steps you can take to neutralize the smartphone weapon.

In this session, you will learn:

* How your displays must differentiate your products.
* What to train your employees to do when they see someone with a smartphone. (No, it's not *leave them alone*.)
* A neat trick to use with your smartphone customers that will make them raving fans.

**Thriving In Your Store Today**

Bob reveals how the energy in your store can determine sales outcomes.

Industry unknowns don’t have to be stressful as long as you’re properly equipped to stare down these demons and watch them blink first.

This is a great end-of-convention speech, especially for audiences familiar with Bob. *Mindfulness* and setting the expectation for a great day have everything to do with being successful in retail. This session shares practical tips for how to end and start your day, as well as an interactive exercise where we build a positive energy shield.

Quite simply, unless you create positive energy in your store, your employees will bring in their own, which often translates to low energy for shoppers who walk through your doors.

**The Innovation Lab**

A day-long program envisioning the challenges of your stores, the 30 current trends and a process to dramatically shape your future.

Let Bob Phibbs take your business to a new level by facilitating an extended experience for your attendees to explore the current retail trends of exciting possibilities, explore the challenges of retailing, and come up with a plan to create a positive future for your stores.

Leadership is being open to the possibility we may come up with one or several new ideas for your store; it’s not expecting things to be fool-proof, easy, or vetted by someone else – it is about collaborating to harness the power of the group and the knowledge each one brings to the project. One option available is cutting-edge technology for immediate polling of the audience and communication via their own smartphones.

**How To Get More Customers Using Tools You Already Have (Breakout Session)**

With so many options to get the word out about your business, what works and doesn’t? How can you leverage the excitement of your loyal customers? And how can you do it all without discounting your prices? This breakout will take your questions and show best practices to get in front of people who want to buy from you.