

# Dave Ratner

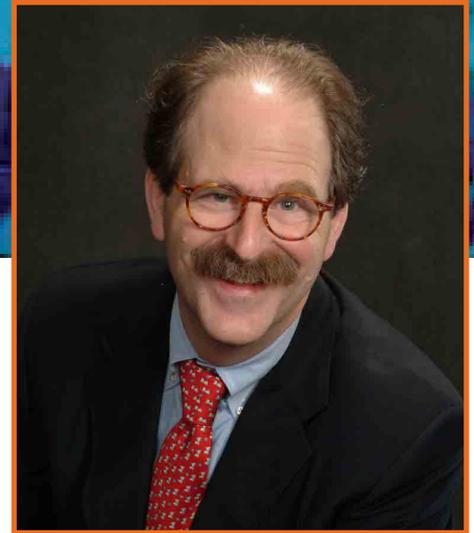
Audiences learn how to beat the snot out of the big dogs from a guy who actually does it!

**Dave Ratner treats his audience to first hand “Big Dog” business success secrets that leave attendees begging for more.** As a professional speaker, independent retailer, and pet product developer, Dave connects with customers on a daily basis. With common-sense, forehead-slapping insights on management, sales, marketing, customer service and customer loyalty his engaging and laughter-filled keynotes and trainings pack in the crowds. Businesses across the country have used his strategies to increase revenues and compete with their own “Big Dogs” in the marketplace.

Dave’s career spans a humble start in an abandoned gas station selling soda, to an enviable independent award winning retail business. He’s presented to both houses of Congress and is top dog with media too. His business savvy and marketing genius regularly land him on the pages of The Wall Street Journal, Pet Age, and countless Associated Press stories. Turn on your radio, and you’ll find “Minding Your Business with Dave, The Wiz of Biz” being broadcast throughout the greater Springfield, MA area.

Dave is a unique breed in the speaking industry because he’s still out in the field running along side where his audiences are. Combining humor and current real-world examples that hit home and stick, he knows all the tricks when it comes to breeding customer loyalty and training businesses to be more successful.

**Come, sit, stay and enjoy a treat of laughter-packed tricks that help all small businesses *be the best of show***



Small business and retailers  
*best friend*

## Premium Topics

CUSTOMER SERVICE - ENTREPRENEURSHIP

### Creating Customer Love

#### How to Get and Keep GOOD Customers

Creating rich customer experience and cultivating fierce customer loyalty. Based on Dave’s critically acclaimed book, *Customer Love: Make Your Customers Love You So Much They’ll Never Go Anyplace Else!*

ADVERTISING, SALES AND MARKETING

### A Picture is Worth 1,000 Sales

Increasing small business and retail sales through creative marketing. You can’t “out advertise” the big guys but you can “out market” them! This interactive and fun seminar is chock full of creative and cost effective ways to advertise and market your business. Bring your note pad as Dave fires off rounds of ideas customized for your audiences market.

MANAGEMENT AND LEADERSHIP | ENTREPRENEURSHIP

### How to Beat the Snot Out of the Big Dogs

#### 10 Things to Do as Soon as You Get Back to the Store

This session is filled with easy-to-implement “musts” that all businesses should put into place immediately. Sometimes a “duh” filled session, Dave covers simple things that every business owner/manager must do to compete with national chains and own their local market.

ENTREPRENEURSHIP

### Lessons Learned From Titans of the Business World

Get first hand “Big Guy” secrets for small business success.

HUMAN RESOURCES AND MANAGEMENT

### You Are Who You Hire!

Advancing retail and small business management to build excellent teams.

## Rave Reviews

There's no doubt in my mind that large retail companies can learn a lot from **Dave Ratner's ingenuity, enthusiasm, and ability to connect with customers**. His innovative ideas and passion for retail makes him a perfect fit to serve as **one of our industry's greatest advocates**: a distinguished member of NRF's Board of Directors.

**Matthew Shay**

**National Retail Federation President and CEO**

At the recent eTail West conference, Dave Ratner gave a terrific presentation on **how small retailers can win against big chains — real world examples** from somebody who worked his way up from the bottom.

**Al McClain**

**RetailWire**

Should you hire Dave to speak to your group? All I can say is we have asked him to present at the National Retail Federation Big Show in New York for an unprecedented 4th consecutive year. **Audiences love him!**

**William "Mac" McDonald, Marketing & Brand Management Coordinator NR**

Dave has captured the essence of being a successful entrepreneur in a **captivating and humorous style** that is both fascinating and inspiring.

**Julie Gardner, Executive VP and Chief Marketing Officer**

**Kohl's Department Stores**

## A Few Satisfied Customers

ASI (Advertising Specialty Institute)

Hamden Bank

National Retail Federation – 4 consecutive years!

Billiards Association of America

HH Backer trade shows – 8 years in a row!

Superzoo – 5 years in a row

APPMA – 4 years in a row

Greater Springfield chamber of Commerce –  
3 times in 10 years

Florence Savings Bank

Maybury Material Handling

West Brookfield Savings Bank

WBR conferences

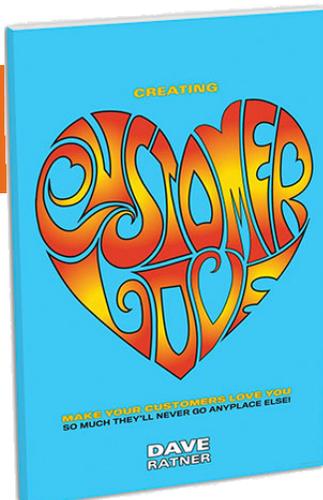
Retail Advertising and Marketing Association

Petland INC. stores

Direct Marketing Association



## Retail Marketing Expert Interview



## Creating Customer Love

**Make Your Customers Love You So Much They'll Never Go Anyplace Else**

Read the book! If belief leads to trust, and trust leads to customer loyalty, then consider this one of the most practical handbooks on how to start a love affair with your customers. If belief leads to trust, and trust leads to customer loyalty, then consider this one of the most practical handbooks on how to start a love affair with your customers.