

Dave Ratner

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

For over four decades, Dave Ratner built an empire of wagging tails and happy customers with Dave's Soda & Pet City, a beloved chain of seven pet supply stores.

Then, in what can only be described as an act of cosmic timing, Dave sold all seven stores just an hour before COVID crashed the retail world. (Yes, he's the luckiest guy in the universe. No, he had no idea what was coming!)



Small business and retailers
best friend



Today, Dave focuses on Dave's Pet Food, his nationally marketed pet food line, and delivers hilarious, insight-packed breakout sessions at professional conferences.

Why Choose Dave?

Learn How to Play with the Big Dogs and Win

Dave isn't your run-of-the-mill sales or marketing speaker. He's an award-winning entrepreneur who's built a loyal following of customers and employees (and yes, their pets too). His talks deliver "aha!" moments, laugh-out-loud stories, and actionable strategies tailored for small businesses and retailers.

Premium Topics

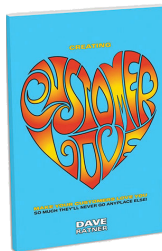
All topics can be customized to your audience. Keynotes and workshops available for most topics.

CUSTOMER SERVICE - ENTREPRENEURSHIP

How to Get and Keep Loyal Customers

Creating Customer Love

Dave's secret sauce? Building relationships so strong that customers never stray. Based on his acclaimed book, *Customer Love*, this session is packed with practical tips to turn your customers into lifelong fans who spread the word for you.



ADVERTISING, SALES AND MARKETING

How to Advertise and Market Your Business

Outsmart the big guys with creative, cost-effective marketing. From crafting killer ads to snagging free publicity, Dave's interactive sessions will arm you with strategies you can start using the moment you leave.

MANAGEMENT AND LEADERSHIP

How to Compete with the Big Dogs

Don't let national chains scare you. Learn how to out-service, out-local, and outsmart them. Dave shares 10 game-changing actions you can implement right away to become the go-to business in your community.

ENTREPRENEURSHIP

Lessons Learned Straight from the Titans

Dave has rubbed elbows (and swapped stories) with business legends like Terry Lundgren of Macy's, Mindy Grossman of HSN, and Laura Sen of BJ's Wholesale. While they've moved on, Dave's still sharing their pearls of wisdom—plus his own firsthand experiences—as an independent retailer who's faced the big dogs and come out on top.

HUMAN RESOURCES AND MANAGEMENT

How to Get and Keep a Great Crew

Hiring the right people is hard; keeping them is even harder. Dave lays out the keys to building a dream team, fostering loyalty, and knowing when (and how) to say goodbye to the wrong fit.

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

Retail Marketing Expert Interviews

Entrepreneur
MAGAZINE

The New York Times

Pet Age

WALL STREET JOURNAL



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



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