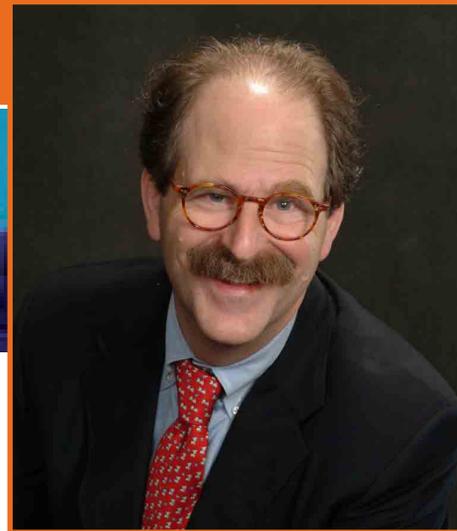


Dave Ratner

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.



Small business and retailers
best friend



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.

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.

Premium Topics

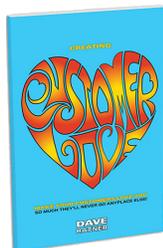
All topics can be customized to your audience.
Keynotes and workshops available for most topics.

CUSTOMER SERVICE - ENTREPRENEURSHIP

Creating Customer Love

How to get and keep LOYAL customers

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

Lead the Pack in Sales & Marketing

Bad to the bone marketing tips that won't break the bank

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 already be doing. Audience members will leave with a list of simple things that every business owner/manager must do to compete with national chains and own their local market.

ENTREPRENEURSHIP

Lessons Learned From the Top Dogs

Trade secrets from the titans of the business world

Wag more and bark less and you'll make friends for life - with customers, vendors, contacts and employees. Dave shares first-hand tips from lead dogs in business that give attendees a leg up.

HUMAN RESOURCES AND MANAGEMENT

Let the Dogs Out!

You are who you hire.

In this program attendees learn how to stay out of court. No bones about it, every manager has made a bad hire. Dave comes to the rescue and lays it on the line.

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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