

"The best 90 minutes was Bob Phibbs' *You Can Compete*. He was great in that he challenged us to think outside of the box. Business is changing and he is right, that relationships with a customer and a manufacturer are what count when things are tough. The interactive parts along with the material helped with retention and not going to sleep. It was a new approach on how to apply old techniques with a better positive result. He knew his stuff because he was challenged on how to fight price and he took on the debate before getting into his presentation. He was not there just to give a PowerPoint program. His passion for retail sales comes across very clear. It was great to have someone outside the industry do their home work about our industry and show us how his products would work for ours." –Jerry L. Yamaha Star Motorcycle Dealer 2/13/08