

BOB PHIBBS

Highest Increase In Sales at the
#1 Shopping Mall In America.

HELPING BRICK-AND-MORTAR RETAILERS
BEAT ONLINE COMPETITION BY CREATING
EXCEPTIONAL EXPERIENCES



Hi, I'm Bob Phibbs, the Retail Doctor. Here's an inconvenient truth we have to admit: **brick-and-mortar businesses aren't losing to Amazon nearly as much these stores are beating themselves.** How would I know? I have 30 years of experience resuscitating household brands using some of the most powerful in-store strategies known today.

How did we turn around their retail results? By creating exceptional experiences because **when people feel they matter, they buy more.**

If you're not igniting a remarkable reaction through your store, you're signing your store's death certificate.

I cure retail stores. That's why I'm the **Retail Doctor.**



FEATURED TALK BY BOB PHIBBS

YOU CAN COMPETE

KEY TAKEAWAYS:

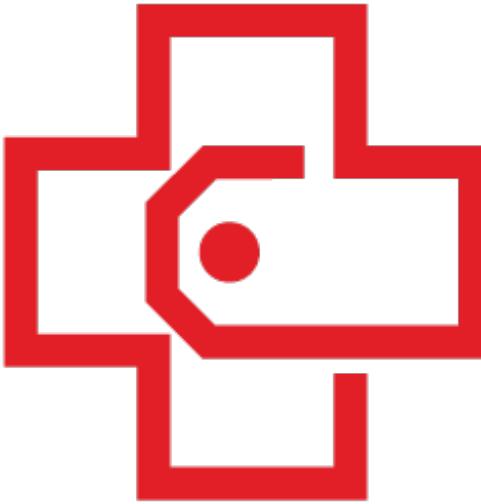
- You will unlock the pathway to creating unforgettable human connection with any shopper.
- You will learn how a powerful, proven sales process can engage and ‘woo’ even the most jaded shopper.
- You will know the exact steps for training your crew to deliver a remarkable retail experience (the five-star kind!)
- You will understand how brick-and-mortar retailers can give their shoppers what cold online retailers can never replicate, no matter what.

Brick-and-mortar retailers are worried, no terrified. Their margins are shrinking faster every year because they’re getting trounced by online competitors. Too many of these retailers make their fatal mistake: “We’ll just beat them on price.”

That’s where the Retail Doctor Bob Phibbs is here to change how you think about in-store versus online experiences. “You Can Compete” is Bob’s featured talk that’s part-Manifesto, part-battle plan, and zero-percent BS for helping brick-and-mortar retailers start winning the shoppers’ hearts and wallets again.

Bob’ engaging, fun-loving, and direct presentation redefines how to create an exceptional customer experience – one that grows sales and will give retailers the tools they need to succeed. You will walk away with a number of simple, yet powerful action steps and takeaways to make your shoppers’ experience extraordinary.

Retail isn’t dead; it’s just been losing for too long. That stops when you realize and believe you can compete.



BOBPHIBBS®
the retail doctor

People ask me, “**Bob, is retail dead?**” Not as long as I’m around. Retail is a battleground. That’s why I’ve spent the past 30 years in the fight for retail’s future. Big names, *huge* brands have hired me to bring my King Midas fingerprints to their brick-and-mortar stores. Which brands? Several on the Fortune 500 list, names you would recognize.

What does this have to do with speaking? I realized I could keep engaging with clients later in the process... or make a greater impact helping more stores earlier in the process *before* they’re dying on the vine.

You should know: I’m not a shy speaker. I’m from L.A. and retail is a battleground - your audience can’t waste their time on platitudes and cute anecdotes. They need a shot in the arm and a kick in the ass to turn around their stores and bottom line.

You *could* hire another speaker to wring their hands saying retail destined for death... or you could trust the Retail Doctor to cure what’s plaguing retailers.

Your move.



*Brick and mortar can give
shoppers something no
online retailer can, a feeling,
a feeling they matter.
People who feel they matter
buy more.*

- BOB PHIBBS



WHY CHOOSE THE RETAIL DOCTOR?

"You just helped raise the bar in music retail." - **Zach Phillips NAMM.**

"**You helped me** determine if I had the right players in the game. I didn't. Time to move on to new people!"

"**I needed your seminar.** I need to move forward with a fresh new attitude."

"The best 90 minutes was "You Can Compete". Bob was great in that he challenged us to think out of the box. Business is changing and **he is right**, that relationships with a customer and a manufacturer are what counts when things are tough. The interactive parts along with the material helps with retention and not going to sleep. It was a new approach on how to apply old techniques with a better positive result. **Bob 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 homework about our industry and show us how his products would work for our industry."



A TRUSTED AUTHORITY



SPEAKER RATING: 10 out of 10

Bob Phibbs is the champion of brick-and-mortar retailers. He was named one of the top retail influencers of 2016 to complement his role as an American Express merchant advisor, IBM retail futurist, and RetailWire BrainTrust partner.

Bob's work was featured on ABC, MSNBC, Fox News, and PBS and in articles published by Entrepreneur, *The New York Times*, and *The Wall Street Journal*. He also performs business makeovers for *The Los Angeles Times* and received the highest sales increase award from the #1 shopping mall in America.

With over thirty years of experience igniting sales increases of 20-50%, The Retail Doctor can help resuscitate your suffering retail organization.

Entrepreneur

The New York Times

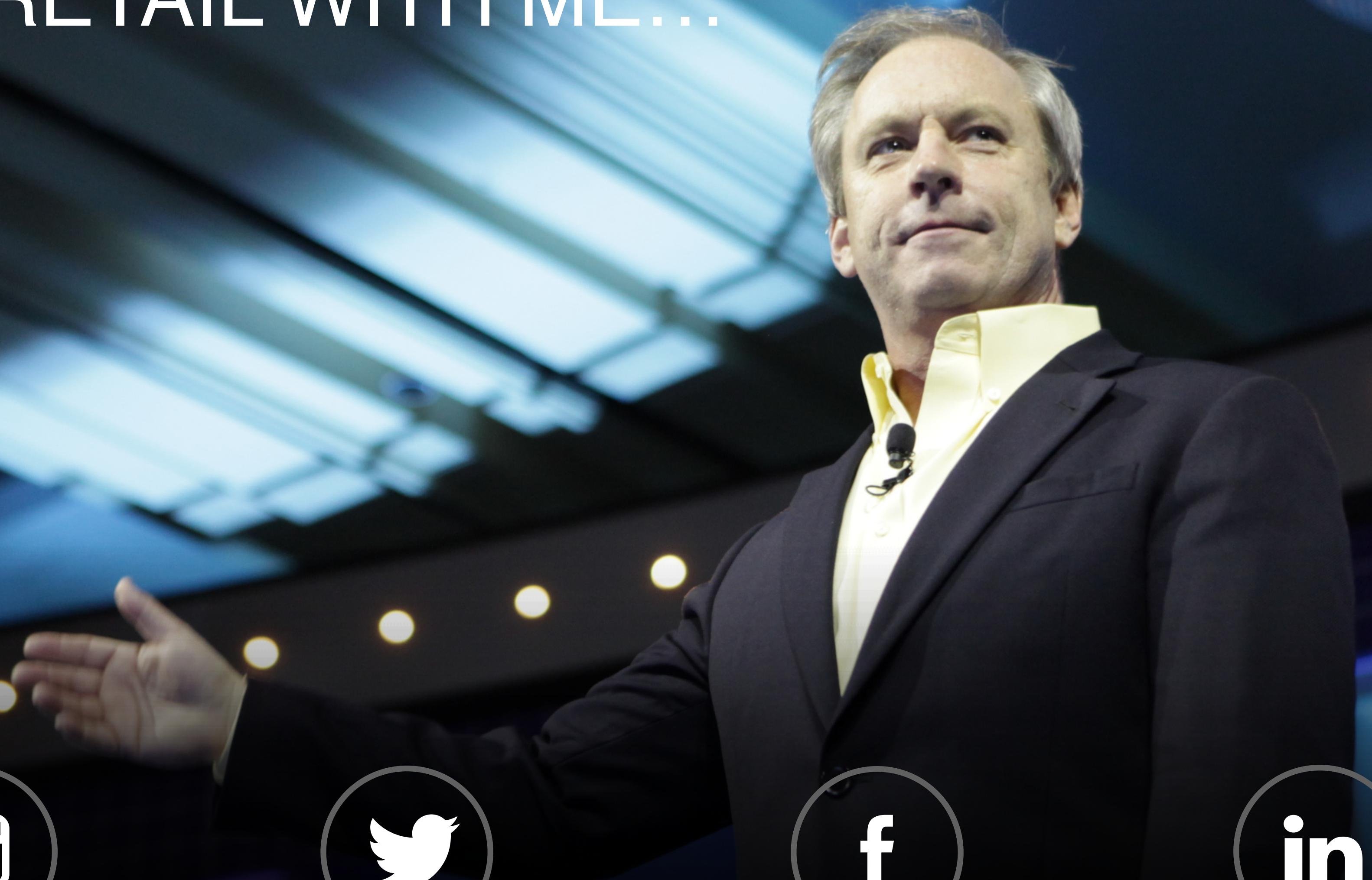


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