



MEET BOB NEGEN

Real-Life Experience, Real World Skills Training

In 1981 Bob Negen founded The Mackinaw Kite Co., a small specialty kite store. He had just graduated from college, didn't want to get a "real job," and loved flying kites.

He spent the next twenty years growing his business learning how to be a successful merchant. He made more mistakes than you can shake a stick at, but managed to survive and earn the status of "battle tested retail veteran."

In 1999 he and his wife Susan founded WhizBang! Training. Since then Bob has spent more than a decade travelling the country, teaching store owners and managers the nuts-and-bolts skills they need to run successful retail businesses.

Retail Expert and Bestselling Author

Bob and his wife Susan are recognized as leading retail experts, are authors of the bestselling book *Marketing Your Retail Store In The Internet Age* and are creators of the acclaimed Retail Mastery System.

Bob says "no matter what the industry, it's all about giving your customers the kind of experience that makes your business memorable and parlaying that first experience into a highly profitable long-term relationship."

Bob is constantly researching and developing new ways for retail store owners to stay ahead of the pack, delivering the most up-to-date tips, tactics, and techniques through speaking to groups like yours, in one-on-one coaching programs, via social media and his weekly email newsletter, and through his flagship training product for independent retail stores, The Retail Mastery System.

Guaranteed Results

Whether it's teaching your group how to use electronic marketing to increase the number of customer visits, or how to use innovative training techniques to create a WhizBang! Staff, Bob guarantees your audience will leave your meeting fired up with information they can take back to their stores and use right away.

Bob's programs are more than motivational fluff. His dynamic and compelling programs provide both the motivation and the practical to-the-point information your group needs to bring more people through the door, serve them better and make more money.



233 Washington Ave. #213, Grand Haven, MI 49417 • phone: 616-842-4237 • toll free: 800-842-1660
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RETAIL SUCCESS

If retailers or service business owners are your audience...you can't do better than Bob Negen.

From hardware stores, to gift stores, to boutiques & beyond... every retail business can benefit from Bob's expertise.

You'll get a speaker who knows the challenges and opportunities every store owner faces and how to deal with them. Bob's hard-hitting and often hilarious stories come from over two decades building his own business from a pitiful \$17,000 in annual sales to a multi-store, multi-million-dollar operation.

He's "been there, done that." Your audience will know it...and appreciate it.

Bob is uniquely qualified to administer tough love. He'll make them laugh and make them think, but he won't let them off the hook. In the end, your audience will know the responsibility for their success rests squarely on their own shoulders. Plus they'll get the tools and inspiration they need to go home and make it happen.

Bob doesn't talk to Phd's, Esq's or CPA's. **He talks to small business people, in the language of small business, about the things that are important to small business.** Things like how to generate tons of sales on a shoestring marketing budget, what you need to know about practical financial management that your banker and CPA don't tell you, how to manage and motivate a superstar staff, how to control inventory to make more money, and other critical skills that mean the difference between big time success...or failure.

Your programs can be customized to match the needs of your group, and both the titles and content can be modified to fit the theme of your meeting. Bob will research your industry, interview key players, and deliver a message that gets straight to the heart of the matter.

If you want your people to leave your next convention or conference fired up and **loaded with money-making strategies** that are absolutely sure to work in their business, then you want Bob Negen as your speaker.

Call or check our website for more information and date availability. **Make your next meeting your best meeting and book Bob Negen today.**



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Russ Herman

FROM OUR AUDIENCE

“My sales are up 30% so far this month and we are just now developing a new cause marketing program which will drive them up 50%. **I have never been more excited about being in business.** Now that I have your WhizBang tools to get me ahead, the future is really bright. Thanks so much for all of your help.”

— *Russell W. Herman, Chief Executive Officer, PET \$AVER Superstore, Rochester, NY*

“**Just incorporating your ideas into our day-to-day business is working wonders.** Even though our industry is at a stagnant point, we have increased our business by 20% this year. We’re becoming fearless in our desire to satisfy our customers. And I thank you for helping to show me the light!!!”

— *Harvey Federman, Sew Right Sewing, Bayside, NY*

“**Fabulous Ideas that REALLY work!!!** Thanks Bob for re-energizing us!”

— *Mitzi Vogel, Treasured Memories Scrapbooks and More, Englewood, FL*

“I have never attended a session (and I have attended quite a few) where the contents were so concentrated, fitting, and **absolutely 100% applicable.**”

— *Peter Haun, Peter's Polar Parlor, Syracuse, NY*

“Bob is **one of the most motivating speakers** I have ever listened to!”

— *Beverly Carrington Wall, J&J Century Farm, Southside, TN*

“Thanks, Bob, for helping me realize that it IS possible to **build my sales without spending a gazillion dollars** in traditional advertising. After 14 years in the gift basket business, I had become complacent and stale. You have re-inspired me.”

— *Diana Singer, The Gift Basket Cottage, Elmsford NY*



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FROM MEETING PLANNERS

“You are truly amazing. You inspired our dealers, our sales staff, and even our marketing agency with your top-notch performance. Your energy, humor, optimism and a healthy dose of reality reminded our group of the enthusiasm, determination, and resourcefulness it takes to be successful entrepreneurs. They left with a renewed sense of purpose and resolve.”

— *Shirley Howson, Sr. Marketing Manager, Brother International Corporation, Bridgewater, NJ*

“One of the smartest things we did this year was to choose you as a speaker for our conference. Your presentations were well-received by our members and your ability to combine humor with good ideas is surely a winning combination. And now I sound like a “groupie” and I guess I am. **We think you are great!**”

— *Norma L. Ball, Executive Director, Paper First Affiliates, Orlando, FL*

“Outstanding! The was the exact feedback received from our franchise owners regarding your presentation. Far and away you had the biggest impact of any speaker Woodcraft has brought in. The content covered was excellent and right on target, but more importantly is the manner in which you presented that content. That is what really made the difference!”

— *Gary Lombard, Vice President/Multi-Channel Sales, Woodcraft Supply, LLC*

“The information you presented was both timely and critical, **you delivered excellent takeaways that our independent retailers could easily and readily implement.** The session attendees were well informed and armed with numerous tips when they left your sessions.”

— *Donna Olaguer, Professional Development Business Manager,
National Association of Music Merchants, Carlsbad, CA*

“We are still hearing from members that attended your session at the Fall Market telling us how fantastic it was. Thank you! We could not have asked for anything more. **You hit a home run out of the park!!**”

— *Katie Stangel, Director, True Value University, Chicago, IL*





INVESTMENT

Speaking Fees

Bob offers multiple options so that you can find the best fit for your event.

OPTION #1 KEYNOTE PACKAGE \$10,000

Bob will work with you to create a customized keynote presentation specifically crafted to WOW your audience.

OPTION #2 HIGH IMPACT PACKAGE 90 MINUTE TO HALF-DAY: \$5,000 / FULL-DAY: \$10,000

Partner with Bob to create a customized 90 minute, half-day, or full-day program specifically crafted to have high impact on your audience. Additionally, Bob will offer your audience a special discounted price on WhizBang! Training's Retail Mastery System. The Retail Mastery System is the most comprehensive business-building resource ever assembled for independent retailers.

OPTION #3 CUSTOM PACKAGE CALL AND TALK TO BOB!

Are you looking for something special? Is your budget limited? Schedule a call today to talk personally with Bob. He'll listen to your needs and constraints and work with you to create a package perfect for your event!

Travel Expenses

Travel expenses include airfare (or mileage, if local), hotel accommodations, ground transportation, and meals (not to exceed \$95 a day). Please ask about our flat rate, expenses-included fee option. It saves you time and makes budgeting easy.

Deposit and Cancellation Policy

A 50% deposit will hold your date. The date is considered open until the deposit has been received. In the event of cancellation, the program may be rescheduled with no penalty. If the program is cancelled and not rescheduled, the deposit will serve as full and complete settlement.

Audio & Video Recording

Any non-profit internal distribution of recorded programs is permitted, provided a master copy of the recording is supplied to us. NO RECORDINGS MAY BE POSTED ON THE INTERNET. Any profit-seeking distribution of any recording requires a separate written royalty agreement.

