

Doug Fleener Seminar

Sunday
August 15

7:30 a.m. – 9:30 a.m.

To be held in the Seminar Room
at the Greater Philadelphia Expo Center

“Got Momentum?”

Take Charge and Create Your Own Every Day Success!”

Why is it that some retailers are doing well in the new economy while others are struggling? The biggest difference retail expert Doug Fleener sees is how much momentum a retailer creates each and every day. In this fun and informative presentation you'll discover how to create your own personal and in-store momentum to increase store traffic and sales.

Some of the things you'll learn:

- How to create the traffic necessary to achieve your sales targets.
- Ways to differentiate your marketing approach with current and potential customers.
- Techniques to increase your employees average sales and units-per-transaction.
- How to create your own personal momentum and lead your store forward to create your Every Day success.



DOUG FLEENER

is a retail veteran retailer with over 25 years of hands-on experience. He has worked for retail organizations both large and small, local and national. The former director of retail for Bose Corporation, Fleener has also owned and operated his own specialty stores.

Doug is now president and managing partner of Dynamic Experiences Group LLC, a proven retail and customer experience training and consulting firm. He's the author of *The Profitable Retailer: 56 surprisingly simple and effective lessons to boost your sales and profits*. As a retail expert Doug has been quoted in numerous newspapers and magazines including *The New York Times*, *The Washington Post*, *Forbes*, *Entrepreneur*, and *Shopping Center Today*. He also publishes the industry's only daily subscription newsletter, *The Daily Retail Experience*.

In addition to the casual style and quick wit that make his seminars fun, Doug also delivers innovative ideas that are sure to have a positive impact on your business. His insights into customer behavior and employee actions might go against the grain of traditional retail practices but retailers all over the world will tell you that they work.

Call 513.422.2468 or Toll Free 1.800.945.1208 • www.hopperexpos.com