

Phil Wrzesinski, Award-Winning...

# SPEAKER AUTHOR RETAILER

Helping independent retailers grow  
their businesses the right way.

## The Presentations Your Attendees Will be Talking About All Year...

### ◆ PRICING FOR PROFIT

Retailers leave thousands of dollars on the table. This presentation shows you how to raise prices and increase sales by harnessing the power of perception. Learn these techniques and you'll start making more money the very first day.

### ◆ GENERATING WORD OF MOUTH

Word-of-Mouth is the most powerful form of advertising. This presentation shows you four simple, yet effective ways to get people to brag about your business to their friends and family.

### ◆ MAKING YOUR ADS MORE EFFECTIVE

Whether you do print, broadcast or social media, this presentation shows you how to craft a stronger message that will get noticed and move the needle. Your advertising and your business will never be the same.

### ◆ MAIN ST. MARKETING ON A SHOESTRING BUDGET

Not every retailer has tens of thousands of dollars to spend on advertising. If you have a limited budget, these seven techniques will get the traffic through your door at minimal or no cost to you.

### ◆ CUSTOMER SERVICE: FROM WEAK TO WOW!

Every retailer thinks they have *great customer service*. But great customer service is no longer enough. This presentation walks you through all the touch points you have with your customers and shows you how to WOW them and make them come back for more.

Phil Wrzesinski is a captivating speaker, teacher, author, and award-winning retailer as owner of **Toy House and Baby Too** in Jackson, MI.

His store was named "*One of the 25 Best Independent Stores in America*" in the book **RETAIL SUPERSTARS** by George Whalin (2009).

His presentations are fun, engaging, and packed with tools that retailers can apply right away to get the same kind of success.

### Here is what people are saying...

"The highest rated presentation in the history of our organization!" - *American Specialty Toy Retailing Association (ASTRA)*

"Phil's tips paid off immediately at our next staff meeting." - *Midtown Association of Jackson*

"Great thought provoking classwork that has a real relation to sales." - *Jackson Retail Success Academy™*

"Worth the price and expense of entire convention. Single best ASTRA presentation ever - pragmatic, action-oriented!" - *ASTRA*

"Not only does Phil know his subject matter and have a wonderful way of getting it across (he's an audience favorite!), he is incredible to work with... professional, friendly, organized, responsible, and accommodating!" - *Christine Pauley, Exhibit & Education Coordinator*

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