



Proven Retail and Customer Experience Expert, Speaker and Author

**DOUG  
FLEENER**



Make your next event an extraordinary experience - and a great success - by selecting Doug Fleener. Doug's high-energy programs engage, motivate and educate his audiences. His interactive programs are designed to not only entertain participants but to make a quick and lasting impact on their business. His innovative programs extends the benefits of his seminars into the store where employees can quickly implement and benefit from what they've learned.

*"Wow. You were awesome. Your words of wisdom on leading and managing store teams was exactly what our managers and retailers needed." - Laura Young, Brighton*

## EXPERIENCE

As the former director of retail for Bose Corporation and an independent storeowner himself, Doug has the unique experience and ability to connect with both independent retailers and those who are associated with larger chains. Fleener now works with retailers through his retail and customer experience consulting company, Dynamic Experiences Group, LLC.



*"You are an amazing speaker and our members only had wonderful things to say about you. I most certainly recommend you to anyone looking for a speaker who is informative, energetic, and engages the crowd" - Beth Jarabek, Baby Furniture Plus Association*

## EXPERTISE



Doug is the author of *The Profitable Retailer: 56 surprisingly simple and effective lessons to boost your sales and profits*. He has appeared on MSNBC, and been quoted in *Entrepreneur*, *Shopping Centers Today*, *Forbes*, *The New York Times*, and numerous other publications. Doug is a regular columnist for *National Jeweler*, *Educational Retailer*, *Cape Business* and other magazines. He also publishes the industry's only daily subscription newsletter, *The Daily Retail Experience*.

*"You were a huge hit with our folks at all your seminars. Thanks for all your contributions and making a difference in our industry!" - Tony Ellis, The National Association of College Stores*

## ENERGY

Fleener's casual style, high energy, and quick wit make him not just a crowd pleaser but also an incredible motivator, encouraging people to take action and deliver extraordinary experiences to customers and employees alike. While his style might be casual, Doug's content is rich as he gets audiences thinking differently about the way they approach their business.



**BOOK MORE THAN A SPEAKER. BOOK DOUG FLEENER**

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# DOUG FLEENER'S SPEAKING PROGRAMS

## DOUG'S MOST POPULAR PROGRAMS

### Fleener Fan Club

American Equestrian Trade Association  
Animal Supply Company  
Atlanta Jewelry Show  
Aquatech Pool  
Baby Furniture Plus  
Boston Properties  
Bostwick-Braun Hardware  
Briggs & Riley  
Brighton  
Calphalon  
Columbus MarketPlace  
Consumer Electronics Show  
Corsa Collections / Bribor  
Cricket Wireless  
Craft and Hobby Association  
Dance Retailer  
Eastern National Park Stores  
Global Pet Expo  
Goodyear Tire & Rubber  
Kid's Today Conference  
Mass Restaurant Association  
National Association of College Stores  
National Jeweler  
National Luggage Association  
Nationwide/Primetime  
Photo Marketing Association (Canada, US)  
Office Club U.K.  
The SEMA Show  
True Value  
United Shoe Retailers  
Yogi Bear Jellystone Parks  
And many more retailers, shopping malls, trade groups, and organizations.

### **The Experience Difference: STOP Servicing Your Customers and Start WOWing Them**

This program is designed to help retailers create the kinds of extraordinary customer experiences that will give them a sustainable competitive advantage.

### **From Good to Great to Extraordinary: 8 Essential Keys to Maximizing Every Customer Opportunity**

In this program participants not only learn how to increase their store's conversion and attachment rate; they will also receive instruction on how to return to the store and train their staff.

### **Got Momentum? Take Charge and Create Your Own Every Day Success!**

Why is it that some retailers are doing well in this economy while others are struggling? The biggest difference is how much momentum a retailer creates every day. Attendees learn how to create their own in-store momentum and increase store traffic and sales.

### **Success is Personal: Leading Your Team to Success (A Program For Store Managers)**

People may be employed by the store, but they ultimately work, or don't work, for the store manager. This program is designed to help store managers achieve more with less and exceed the sales figures set by storeowners and corporate executives.

### **How to Find, Hire, and Keep GREAT Employees**

One of an independent business's greatest strengths and strategic competitive advantage is quality of its employees and the level of service and experience they deliver. Finding people who excel is the challenge. As a result of this program participants will be able to create a world-class staff.

### **Back to Basics: Four Weeks to Creating Amazing and Profitable Customer Experiences**

Just as your car needs regular tune-ups to keep running efficiently, your Customer Experience also requires regular tune-ups to maximize your customer opportunities. This unique program gives owners and managers the information they need to successfully refocus on their Customer Experience.

### **All in the Family - Thriving and Surviving In a Family-Owned Business**

Working in a family-owned business is both rewarding and trying, often at the same time. Participants learn to leverage the bonds of family and remove the roadblocks to growth.

### **A Manager's Guide to Every Day Success - How to Teach, Lead, and Coach Your Way to Higher Sales**

Participants learn not just to make coaching a priority no matter of how busy the owner/manager is but also a coaching process that is easy to remember and easy to execute.

## OTHER PROGRAMS INCLUDE (PARTIAL LIST)

### **Get Online or Get Left Behind**

### **Motivation Beyond Compensation**

### **Creating Profitable In-Store Events**

### **Add-ons That Add-up to Huge Sales Growth**

### **E-Newsletters That Sizzle, Pop, and Make the Register Sing**

### **Twitter and Facebook Oh My: Social Media 101 For Retailers**

ALL PROGRAMS ARE CUSTOMIZED FOR THE CLIENT. CUSTOM PROGRAMS ENCOURAGED

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