



TURN AN ORDINARY MEETING INTO AN EXTRAORDINARY EVENT WITH ...

Kizer & Bender SPEAKING!

A DIVISION OF THE KIZER & BENDER INSTITUTE OF MARKETING STRATEGY

Rich Kizer & Georganne Bender have given thousands of presentations over the past 15 years; their 65 plus years of combined experience speak volumes to anyone who wants to improve their business. What's in it for you? Only a presentation that blends brilliant content with colorful examples, humor and insight. You'll learn while you laugh!

"I just wanted to take a minute to tell you how much I value the time we got to spend together this week. Not only are you two of the best presenters that I have ever heard but you are great people with powerful insights on a wide range of timely and relevant topics. A quality I find unique and refreshing." **RESULTS TRAVEL**

"What can I say? You did it again! It amazes me that since 1992 you still surprise and 'wow' our retailers with your innovative programs. Your upbeat presentations capture the audience's attention and keep it throughout the entire session. From intimate workshops to keynotes with thousands, you are able to tailor your programs to our needs. I eagerly look forward to your next presentation. I know we'll all come away energized, refreshed and highly entertained!" **ACE HARDWARE CORPORATION**

"You two were a real hit and I am thankful for the day your video package arrived in my office. I am even more thankful I took the time to watch it and realized what a great find I have in you two! As the enclosed evaluations testify, our dealers love you two, and your messages were right on the money for our group. We would love to have you as part of our line up again at our next conference. I thank you for doing your homework and for being able to really relate to your dealers." **Husquarna/Viking**

About Rich Kizer & Georganne Bender

KIZER & BENDER teach what they know – important information based on experience, not theory. Rich Kizer & Georganne Bender are nationally recognized as experts in generational diversity, marketing & promotions, and everything retail. They've been widely referred to by the media as **Consumer Anthropologists** because they stalk and study that most elusive of mammals: today's consumer. Each year, Kizer & Bender speak to thousands through their **"Business Adventures in the REAL World™"** keynotes and seminars. Their unique insights often appear in newspapers nationwide; they've been featured on **ABC National News**, and their client list reads like a **Who's Who** in American business. In 2004, Kizer & Bender's column, **"Georganne & Rich on the Road,"** which appears monthly in **Craftrends Magazine**, won the **American Society of Business Publication Editors (ASBPE) Award of Excellence**. In 2004 they were honored to have been named **two of the Most Influential People in Retailing Today**.

KIZER & BENDER are well-known for their unique and intensive consumer research. In addition to focus groups, one-on-one interviews, and intensive in-store studies, KIZER & BENDER scour the marketplace each year posing as every kind of customer you can imagine. The result of their research is literally "straight from the customers' mouth" – solid, ground-level intelligence that you can use today to better capture and serve your customers.

Before each presentation, Rich & Georganne focus their research on the client's industry. Without exception, meeting planners and industry executives alike, give Kizer & Bender high marks for their exceptional industry insights, and for their complete customization and personalization of each program.

KEYNOTES SEMINARS

KIZER & BENDER help great companies bring their businesses to the next level through a unique understanding of their customers, their brand, and their people.

KEYNOTE ADDRESS

KIZER & BENDER's most requested program, "**What Your Customers REALLY Want!**" has become their signature keynote. It's a fast-paced, high-energy he said/she said presentation that's packed with tried and true success strategies, tactics, tips, and techniques that can be implemented immediately. KIZER & BENDER have found that some of the best ideas for growing your business are not only found in your own industry, but also from outside industries. That's why they look everywhere to uncover success strategies. They'll take you on an Adventure into the strategies and tactics of uncommon companies as they share what these extraordinary businesses – and business people – do to keep customers close.

Take a trip inside aggressive companies that create unique customer experiences and why that's important to you in your own business. Can you easily answer these questions: What's your passion? Your reason for being? And why should customers care? What unique experience can only happen to customers when they do business with you? You'll learn what the best in many industries have done to create a customer cult following.

Learn what today's demanding customers expect from your business: What do you know about the "state of customer service?" How can you become indispensable to your own client base? You'll learn how to attract new customers **and** increase business with your current customers.

How the new hyper-competition affects your business: Competition today is changing more quickly than ever before. New technologies, and new ways to steal your customers, are being implemented every day. How much do you really know about your competitors and how they operate? And what can you do – should you do – with the information that you uncover?

Look at your business through your customers eyes: There is no reality in business, only perception. Your company is what it is perceived to be by your customers whether you like it or not! From the first 10 seconds of contact, customers are unconsciously cataloging reasons to return or not return. You'll learn positive perception building strategies that lead to increased sales.

Street Savvy™ relationship building techniques: It can cost five times as much to bring a customer back after you've lost their business. Why not just keep them happy in the first place? You'll learn what great companies do to keep their customers close, strategies to build and strengthen your customer relationships, plus KIZER & BENDER's secret weapon to keep customers close – it works every time – *guaranteed!*

Strategies, tactics, tips and training to re-energize and motivate associates: Every single customer contact is critical to the success of your company – each contact either adds to, or subtracts from, the bottom line. You'll learn how to motivate your team to surpass what their customers expect, and build long lists of loyal clients, at the same time.

SEMINARS

KIZER & BENDER believe in customized and personalized programs. To them, customization does not mean giving the same presentation over and over, merely changing the client name and adding a few buzzwords. They custom tailor each presentation to the audience and the industry, thus insuring that attendees hear examples and stories about business people, and businesses, just like their own. **KIZER & BENDER's** multi-media visuals are custom tailored as well, again, making it easy to relate to the ideas and strategies that they share. They always request that their clients provide them with a list of people for them to spend time with, either in person or over the telephone. This time spent gives them a clear picture of corporate and/or industry opportunities and challenges, and it's invaluable in their customization process.

SEMINARS:

On Re-energizing and Re-inventing Your Business ...

➔ **The Crackle Factor!**

Learn How To Take Your Business Off Auto-Pilot and Increase Your Crackle!

On Customer Diversity ...

➔ **GenerationSpeak! Managing the Collision of the Generations:**

A Complete Guide to Understanding the Different Generations that You Work and Do Business with Each Day.

On Building the Customer Connection ...

➔ **Neutralizing Your Competition:**

How to Thrill Your Customers and Drive Your Competition Crazy!

On Creating Traffic-Building Events & Promotions ...

➔ **High Impact Retail Events & Promotions on a Beer Budget:**

How to Create In-Store Events and Experiences that Blow Away Your Competition Without Blowing Your Budget!

On In-side Advertising Secrets & Tricks of the Trade ...

➔ **Street Savvy™ Media Manipulation, Insider Advertising Secrets & Tricks of the Trade:**

Get More Bang for Your Advertising Buck! We'll Teach You All the Attention-Grabbing, Money-Saving Tricks the Medias Would Prefer You Didn't Know.

On Creating Unique Customer Experiences ...

➔ **Think Like a Brand, Act Like a Business!**

How to Make Your Business More Important than Anything It Sells! You'll Learn How to Build a Brand Your Customers Can't Live Without.

On Incredible Customer Service ...

➔ **How to Turn Customer Service into a Profit Center:**

Strategies that Build Sales, Energize Customers, and Increase Profits

On Motivating Your Team ...

➔ **Street Savvy™ T.E.A.M. Building:**

Together Everyone Achieves More: Strategies to Create and Unleash the Incredible Power of Your People.

On Increasing Sales ...

➔ **Selling Smarter, Selling More:**

Sales Strategies that Dramatically Boost Your Bottom Line While Elevating Per-Customer Sales!

On Store Design and Visual Merchandising ...

➔ **Creating Store Layouts that Sell, Sell, Sell:**

Is Your Store Layout Costing You Sales? Learn How to Build Store Traffic and Increase Sales with the Latest in Store Layout, Decor & Visual Merchandising Techniques.



Partial List of Clients

AAA – American Automobile Association
Ace Hardware Corporation
Ace Hardware Canada
AmericasMart
British Petroleum (BP)
Brown-Wilbert, Inc.
Carlson Wagonlit Travel
Chain Drug Marketing Association
CITGO Corporation
Craft & Hobby Industry Association
Distribution America
Do It Best Hardware
Hanley-Wood Exhibitions
HDW, Inc.
Husqvarna Viking
International Customer Service Association

International Management Council
International Pool & Spa Association
MemoryTrends Trade Show
Mid-American Lumbermans Association
Minnesota Funeral Directors Association
Myrtle Beach Golf Course Association
National Art Materials Trade Association
National Association of Music Merchants
NCR
National Retail Hardware Association
North American Retail Dealers Association
North American Equipment Dealers Association
National School Supply & Equipment Association
Pfaff, USA
PriMedia Publications
Results Travel
Sav-Mor Drugs
SEARS
Surfaces Expo
True Value Company
United Hardware



Rich Kizer & Georganne Bender are equally as impactful when speaking to an audience of thousands or an intimate group of 25. Attendees leave their presentations energized with inspirations, ideas, strategies, tactics, tips and techniques they will be able to implement the second they return to their business!

Contact Information:

To book Rich Kizer & Georganne Bender, or for more information, please contact:

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