

[Be inspired by the Rick Segel Experience](#)

Provocative, interactive and often outrageously funny, Rick Segel delivers substance in a very unique style. He uses humor, anecdote and everyday allegories to make it easy for people to absorb messages that are vitally important to their company. Maybe that's why so many leading retailers and groups, suppliers and manufacturers, service, product and trade associations listen to Rick to get results.

These sessions can and have transformed the business lives of hundreds of retailers. Rick is the speaker everyone remembers after the event and plays a critical role in helping all enjoy strong, enthusiastic attendance at their industry meetings. Rick Segel has written 13 books and has over 500 published articles, along with speaking over 2000 times. He has been asked to respond to specific needs for various types of clients which has birthed the articles, chapters, and the programs that you are about to see.

Every program that is described here represents hours of research, client and audience feedback, and is performance tested and audience evaluated. In short, these are NOT just program ideas, but rather winning presentations that have WOWed audiences around the world and have put smiles on the faces of the meeting planners who selected them.

Below is a listing of some of the program offerings we can choose from:

- **Pro-Active Retailing:** Design marketing plans that incorporate all of the strategies and tactics that will make our customers drive by other businesses and make our businesses their preferred choice--a true destination business.
- **Visual Merchandising for the Artistically Challenged and Financially Deprived:** This program will help those retailers improve their visual merchandising capabilities with easy-to-use and simple-to-understand tricks and tactics that just don't cost a lot of money.
- **The Essential On-line Solution:** This program demystifies the use of ecommerce and online marketing tools for the average, non-technical, independent business.
- **Customer Service: Who Needs It? :** This presentation helps the audience to better understand the different types of service needed to serve the many different types of people.
- **Optimizing the Customer:** Optimizing the Customer enables the store personnel to acquire the skills to make multiple sales while having the customer appreciate their efforts.
- More a full list of all programs offered visit Rick's website at:
www.ricksegel.com



Please contact the HPG office with any questions or program suggestions. Thanks!