

# MEET ROY PREVOST

**Roy Prevost is** a customer service activist, an entrepreneur and futurist who forecasts trends on the "Future Consumer." As an authority on Big Box Retail and a leading authority on Social Media Marketing, Roy Prevost gives small business the tools and techniques to thrive and prosper in the Big Box Retail environment. His upcoming book, "How to Compete with Big Box Stores", focuses on this topic.

Through coaching and workshops, Roy Prevost helps small business increase confidence, improve profitability, build customer loyalty, and triumph over competition.

## Biography

Roy Prevost is unique in North America in the area of preparing small business for the New Economy.

Roy is a management consultant and strategist with more than 25 years of experience in all facets of marketing, wholesale, retail, and manufacturing in the giftware industry. He has presented more than 200 workshops on Big Box Retail as well as guest lectured at Simon Fraser University on the Future Consumer.

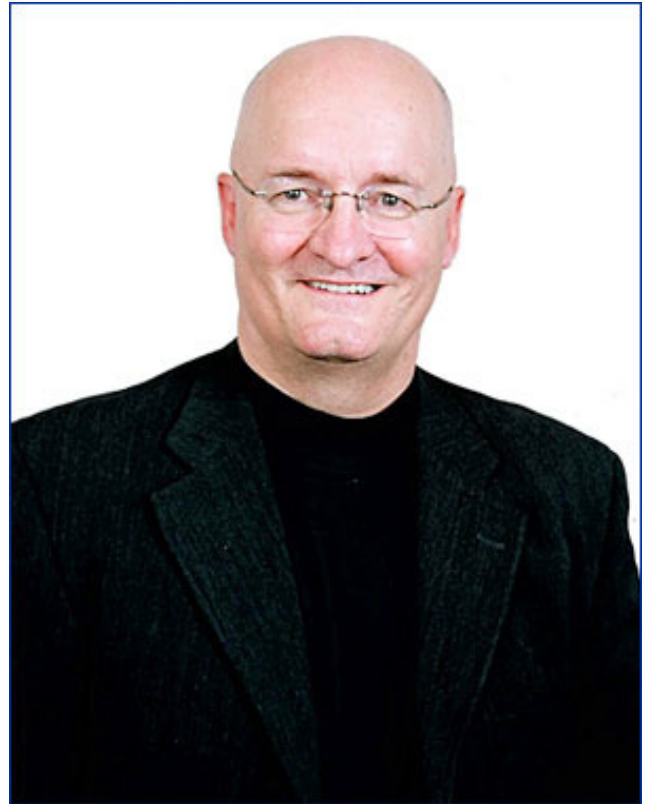
Roy is also a leading authority on Social Media Marketing and teaches business owners how to use Facebook, Twitter, and LinkedIn as strategic marketing tools within their businesses.

Clients include The Retail Council of Canada, Chambers of Commerce, Economic Development Associations, and Shopping Centre Associations across Canada.

As a Customer service strategist and small business crusader, Roy has been interviewed by The Financial Post, The National Post, CTV, Shaw Cable, Rogers Cable and community newspapers across Canada.

## Roy's strengths include

- A passion for communicating strategic plans to organizations in both French and English.
- Delivering humorous, hard hitting, attitude adjusting workshops to business groups.
- Recognizing future trends in industry.
- His ability to make sense of the somewhat chaotic marketplace.
- Creating a customized keynote or workshop to meet your event objective.
- Delivering one-on-one marketing solutions to Small Businesses.



## His successes include

- Regular contributor on Small Business to the Financial Post and the Vancouver Sun.
- Wrote and delivers dynamic workshops for small business entitled 'Delivering Outrageous Customer Service' and 'How to prosper in the Big Box Retail World' as well as 'The Basics of Retail Selling' and 'Competing with a 700 lb gorilla'.
- Facilitated brainstorming sessions for organizations who want to elevate their level of customer service.

As an authority on Big Box Retail, Roy has a keen view of trends in customer service and offers a first hand look into what new challenges companies may be facing and affording them the opportunity to prepare in advance for those exciting opportunities. Roy is a 3-time marathoner, enjoys skiing, tennis, and is currently writing a book, 'Competing With Big Box Stores', on how Small Business can compete in the world of giants.

## Contact Roy Prevost

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