

MEET ROY PREVOST

Roy Prevost is...

an international speaker, best selling author, a customer service activist, an entrepreneur, and a 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 bestselling book, "Turbocharge Your Retail Business", 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 250 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 North America.

As a Customer service strategist and small business crusader, Roy has contributed to The Financial Post, The National Post, CTV, Shaw Cable, Rogers Cable and community newspapers across North America.

Roy's strengths include

- A passion for communicating strategic plans to organizations.
- 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 customized keynotes or workshops to meet your event objective.
- Delivering one-on-one marketing solutions to Small Businesses.

His successes include

- Contributing regularly to the Financial Post and the Vancouver Sun on the subject of Small Business.
- Designing and delivering dynamic workshops for small business such as 'Delivering Outrageous Customer Service' and 'How to prosper in the Big Box Retail World' as well as 'The Basics of Retail Selling' and 'How to Outmaneuver and Outperform the Big Guys'.
- Facilitating 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 golf and tennis, and is the author of the best-selling book, 'Turbocharge Your Retail Business', on how Small Business can compete in the world of giants.

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