HiCue speakers
Higher Content & Inspiration



JAY BAER

Hall of Fame Speaker, New York Times best-selling author, internet pioneer, entrepreneur, and the most inspirational expert on marketing, customer experience, and customer service

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- A 7th-generation entrepreneur, Jay has written six best-selling books, and founded five, multi-million dollar companies
- A New York Times best-selling author of five books
- Jay is an inductee into the halls of fame for professional speaking and word of mouth marketing, and is the creator of multiple award-winning podcasts
- He is also one of just two people in the world listed as one of the Top 30 Global Gurus in two different knowledge categories: customer service and internet marketing
- Media outlets like CNBC, NPR, Fox Business, and The Wall Street Journal frequently rely on Jay to comment and contextualize top trends
- His very popular twice-monthly newsletter is at TheBaerFacts.com

Jay Baer is a Hall of Fame keynote speaker who teaches business growth through customer experience and marketing innovation. He is also a popular emcee and host of large events, New York Times bestselling author of six books, and founder of five, multi-million dollar companies.

Filled with real-world case studies and examples, Jay's entertaining and engaging programs teach companies how to turn customer experience, customer service, and marketing into their biggest business growth advantage.

Jay has advised numerous iconic brands such as including Caterpillar, Nike, IBM, Allstate, The United Nations, and 32 of the FORTUNE 500. He is the Founder of Convince & Convert, a strategy consulting firm that owns the world's #1 content marketing blog and the world's top marketing podcast.

TEMAS

Jay Baer tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Business Growth
- Customer Experience
- Customer Service
- Internet marketing
- Marketing
- Emcee / Event Host

PROGRAMAS

THE TIME TO WIN

Grow Your Business by Satisfying Customers' Need for Speed

How much are you willing to wait? If you're like most of your customers, the answer is very little.

Your customers are deciding to buy from you today (and every day) based on how fast you are (or aren't). More than half of all customers have made a recent purchase from a business that responded first, even if they were more expensive. And, 2/3 of all customers say speed is as important as price.

Technology can provide a tremendous competitive advantage as companies jockey to deliver The Time to Win: the perfect interval that exceeds customer expectations for responsiveness.

In this dynamic new program from CX expert and researcher Jay Baer, you'll learn what today's customers think is fast and slow in each communication channel. And you'll learn specific tools to get faster throughout the customer journey – increasing new customer attraction, and current customer retention.

Based on brand-new, proprietary research, this presentation will have you rethinking your own answer to the "how fast is fast enough?" question. And you'll be inspired by powerful examples of businesses winning with speed.

Key points in this program:

- Why speed is the most important element of customer experience
- How long consumers will wait to hear back from a business How consumers feel when brands are faster (or slower) than they expect
- The huge connection between responsiveness and revenue Which generation is the most patient, and which is the least patient
- Specific, concrete plans you can use to determine the perfect responsiveness (The Right Now) in any customer interaction You'll be entertained and inspired by relevant, customized (and often hilarious) examples and case studies

COVETED CUSTOMER EXPERIENCE

How to Grow Your Business by Focusing on 3 Things Your Customers Truly Care About

You've heard it before. Over and over, in fact. "Improve your customer service."

"Optimize the customer experience." But what does that even mean? Today, when

intersection points with your customers may number in the dozens (or even hundreds), tackling customer service or customer experience holistically is impossible.

You can't magically get better at every customer touch point... but you CAN get better at the three touch points that matter. Coveted Customer Experience is a fast-paced, dynamic, inspirational, and hilarious presentation that shows you how to gain and keep more customers by improving on the three things that really matter to your customers.

Key points in this program:

- Why customer experience is the fastest route to growth
- When customer experience stops and customer service stops The three elements of your business that are non-negotiable for your customers, and where they'll give you a pass
- What customers really expect from your business category, and how to exceed it (without spending a fortune)
- Specific, concrete plans you can put into practice tomorrow that will create a customer experience worth coveting, that produces big results
- Be entertained and inspired by relevant, customized (and often hilarious) examples and case studies

TALK TRIGGERS

Turn Your Customers Into Your Ultimate Sales and Marketing Advantage

The best way to grow ANY business is for your customers to grow it for you. But that only occurs if you deliver a customer experience that creates conversations. Word of mouth influences 50% of all purchases, but we too often take this for granted. We just assume that our customers will talk about us. But they won't, unless you give them a story to tell. In this hilarious and interactive presentation filled with examples and research, Jay Baer teaches audiences how to create a unique story for their business; a tale that will turn their customers into their most effective sales and marketing advantage. This powerful keynote creates real change among attendees. It alters the way they think about the intersection of customer experience, marketing, sales, and operations, yielding big growth and enhanced cooperation.

Key points in this program:

- Learn how to grow your business with word of mouth Discover why customers talk and why they remain silent Learn the definition of a Talk Trigger (an unconventional, operational choice that creates conversation)
- Discover the 4 Requirements of a Talk Trigger
- Learn the different types/categories of Talk Triggers
- Be entertained and inspired by relevant, customized (and often hilarious) examples and case studies

HUG YOUR HATERS

Embrace Complaints and Keep Your Customers

Haters aren't your problem ... ignoring them is.

If it feels like there are more complaints than ever, and that you're spending more time and money dealing with negativity and backlash, you're right. But the rise of customer complaints is actually an enormous opportunity.

In this eye-opening presentation, Jay reveals proprietary research into The Science of Complaints – why and where your customers complain, and how to turn customer service into a marketing advantage. 80% of companies say they deliver exceptional customer service. Only 8% of their customers agree. Jay teaches the critical steps necessary to retain and delight customers in this disrupted era when customer service has become a spectator sport.

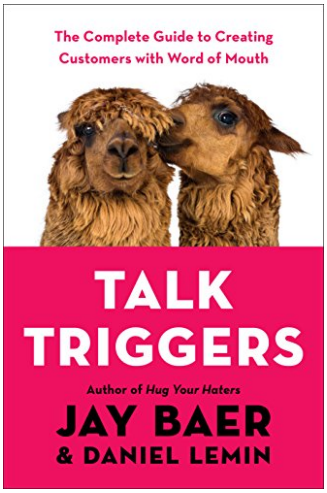
Key points in this program:

- Learn why customer expectations are rising faster than ever Discover the huge disconnect between what customers and companies think about service
- Learn the one, giant, recent shift that changed everything about customer service
- Discover why praise is the most overrated thing in business (and in life)
- Learn how to handle unhappy customers, online and offline
- Be entertained and inspired by relevant, customized (and often hilarious) examples and case studies

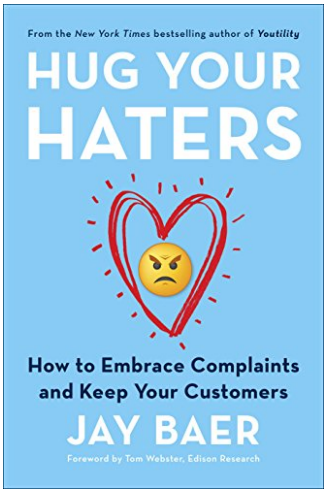
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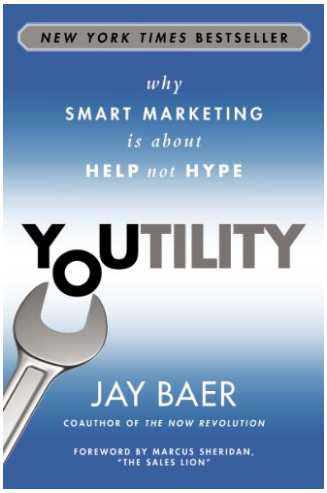
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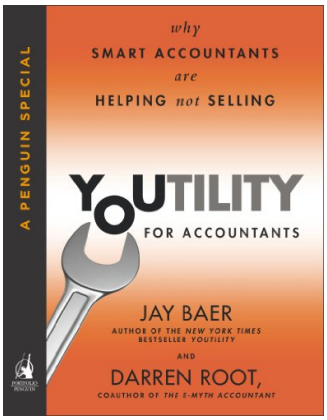
TALK TRIGGERS



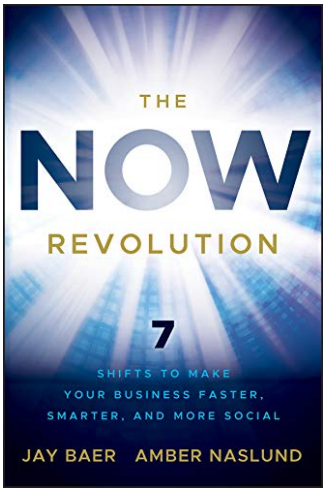
HUG YOUR HATERS



YOUTILITY



YOUTILITY FOR ACCOUNTANTS



THE NOW REVOLUTION

CONDICIONES

- **Travels from:** Indiana, USA
- **Fee Range:** Please Inquire