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Talk Triggers

Turn Your Customers into Volunteer Marketers

Customer experience is how you make your customers feel. Great customer experience occurs when you exceed customer expectations. And when you do so, customers are COMPELLED to talk about you.

In this fast-paced, timely, dynamic presentation Jay teaches his customer experience excellence framework, showcasing how any business can turn customers into advocates.

With hilarious and poignant storytelling, Jay teaches attendees the three primary ways to use customer experience to trigger word-of-mouth, illustrates mistakes to avoid, and inspires audiences to put new strategies into practice immediately.

Hug Your Haters

How to 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 brand-new, proprietary research into The Science of Complaints – why and where your customers complain, and how to turn customer service into a marketing advantage.

Youtility

Why Smart Marketing is About Help not Hype

If you're wondering how to make your company seem more exciting, you're asking the wrong question.

You're not competing for attention only against other similar products. You're competing against your customers' friends and family and viral videos and cute puppies.

To win attention today, you must ask a different question... "How can I help?"

Youtility will cause you to rethink everything you thought you knew about marketing. Filled with relevant examples, you'll see why the Youtility system now powers the marketing programs of hundreds of major companies.