

Jay Baer

Business Growth and Customer Experience Expert

Please contact a GDA agent for information.

Topics

- Branding / Marketing
- Communication
- Customer Relations
- Journalism / Literary / Author
- Social Media

About Jay Baer

Jay Baer is a business growth and customer experience author, researcher, and advisor.

A 7th-generation entrepreneur, Jay has written seven best-selling business books, and created six multi-million-dollar companies. He has consulted for more than 700 brands, including Nike, Oracle, IBM, and the United Nations.

An inductee into the Professional Speakers Hall of Fame, Jay was also named as one of the world's top 30 Global Gurus in both customer experience and marketing.

He founded the global strategy firm Convince & Convert. The firm received multiple Inc. 5000 designations, and Jay and his team provided winning ideas to leading brands in nearly every business category.

He co-created the Social Pros podcast, and hosted the show for 500+ episodes, twice winning "best marketing podcast" from the Content Marketing Awards.

Jay is also an active investor and works with dozens of startups as an advisor.

And in his spare time, he is the second most-popular tequila influencer and educator on the planet. His Tequila Jay Baer channels on Instagram and TikTok reach hundreds of thousands of fans weekly.

Select Keynotes

- **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 everyday) 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

*Available as webinar or virtual summit

- **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 their 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 a minimum of 9 relevant, customized (and often hilarious) examples and case studies

*Available as webinar or virtual summit

- **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. 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 a minimum of 9 relevant, customized (and often hilarious) examples and case studies

*Available as webinar or virtual summit

• **Three Drawbridges: How to Cross Your Customer's Moat of Attention**

Today's consumers are a wary bunch. After all, they've been through a lot. And approximately zero percent of customers are sitting quietly, secretly hoping for more brand-created content to be thrust upon them.

To win with content in today's world, you have to fundamentally realign your thinking and your expectations. Instead of assuming your content will succeed, and trying to avoid mistakes that would cause failure, you now must assume your content will fail, and make CERTAIN you pass the three tests required for content lift-off.

These tests are called the "Three Drawbridges of Content Success." Your customers constantly have their hands on the levers, deciding when and whether to drop the bridges and let you in to their hearts, minds, and wallets.

This fast-paced and funny presentation will entertain you, inspire you, and scare you. Before this session ends, you'll be scheduling a team meeting to rework your content marketing strategic plan!

Key points in this program:

- ♦ Learn how the global pandemic changed B2B and B2C customer expectations and desires
- ♦ Discover why content and communications success isn't found inside a technology platform
- ♦ Understand how "radical relevance" offers the key to customer hearts and minds
- ♦ Learn about the Three Drawbridges of radical relevancy that will increase sales
- ♦ Be entertained and inspired by relevant, customized (and often hilarious) examples and case studies

*Available as webinar or virtual summit

• **Virtual Emcee and Event Host**

Hall of Fame keynote speaker Jay Baer is also an in-demand emcee for complex, multi-day events, and has hosted events for IBM, Oracle and many other major brands for audiences as large as 15,000 attendees.

He's an expert interviewer, a hilarious, on-the-fly host, and a master weaver together of event themes and key concepts.

Because Jay and his team have created more than one hundred virtual events, Jay often works with meeting planners to plan, promote, and produce events that are shifting online. Jay helps with run-of-show, tech platform selection, speaker coaching, interactive elements, marketing, and more.

Select Book Titles

- **2023:** The Time to Win: How to Exceed Your Customers' Need for Speed
- **2018:** Talk Triggers
- **2016:** Hug Your Haters: How to Embrace Complaints and Keep Your Customers
- **2013:** Youtility: Why Smart Marketing Is about Help Not Hype
- **2011:** The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social

Select Testimonials

“Not only is Jay a killer speaker, but he played an integral role in facilitating connections between our customers on-site. He doesn't just go the extra mile, but MANY. ”

— *Jennifer Dennis, Global Events, Oracle*

“The minute Jay (literally) ran up on stage to inspire over 700 property managers, the energy level in the room reached phenomenal heights. His style—a perfect balance of humorous examples and educational insights—kept people engaged until the very end. It was informative, actionable, and personal—and incredibly valuable to our customers.”

— *Lisa Horner, Head of Marketing, Appfolio*

“Jay was the host for three days at our global IBM conference (thousands in attendance) and he was fantastic. He was very well prepared and turned a good event into an excellent event.”

— *Matt Stryker, Global Marketing, IBM*