

JOEY COLEMAN

INTRODUCTION NEVER LOSE A CUSTOMER AGAIN

(to be read by the person introducing Joey at your event)

When organizations like Whirlpool, Deloitte, Volkswagen Australia, Principal Financial, and Zappos need to boost their customers' experience, they call on Joey Coleman for assistance.

He is the creator of The First 100 Days® - a system that is designed to dramatically increase your customer retention and as a result, your bottom line.

Joey is a recognized expert in customer experience design and is an award-winning speaker at both national and international conferences. He works with organizations ranging from small start-ups that are fresh off the kitchen table, to large Fortune 500s, with hundreds of mid-size businesses in between. Prior to starting his business, Joey developed his narrative skills as a criminal defense trial attorney, honed his communication and messaging skills at the White House, and did things for the U.S. Secret Service and the CIA that he can't talk about publicly ;-)

His book *Never Lose a Customer Again* debuted at #2 on the *Wall Street Journal* Best Seller List and is being used as a playbook for creating remarkable experiences in organizations around the world. Today he's excited to share strategies and techniques that will help you create the remarkable customer experiences that will keep your customers coming back for more.

Ladies and gentlemen, please help me welcome...

Joey Coleman!

JOEY COLEMAN

INTRODUCTION NEVER LOSE AN EMPLOYEE AGAIN

(to be read by the person introducing Joey at your event)

When organizations like Whirlpool, Deloitte, Volkswagen Australia, Principal Financial, and Zappos need to boost their employee and customer experience, they call on Joey Coleman for assistance.

He is the creator of *The First 100 Days*® - a system that is designed to dramatically increase team member retention and as a result, your bottom line.

Joey is a recognized expert in experience design and is an award-winning speaker at both national and international conferences. He works with organizations ranging from small start-ups that are fresh off the kitchen table, to large Fortune 500s, with hundreds of mid-size businesses in between. Prior to starting his business, Joey developed his narrative skills as a criminal defense trial attorney, honed his communication and messaging skills at the White House, and did things for the U.S. Secret Service and the CIA that he can't talk about publicly. ;-)

Joey's book *Never Lose a Customer Again*, debuted at #2 on the *Wall Street Journal* Best Seller List and is being used as a playbook for creating remarkable experiences in organizations around the world. Today he's excited to share strategies and techniques from his upcoming book - *Never Lose an Employee Again*. The ideas and approaches he's about to share will help you create the remarkable experiences that will keep your employees engaged and committed for many years to come.

Ladies and gentlemen, please help me welcome...

Joey Coleman!

JOEY COLEMAN

INTRODUCTION THE CHANGING FACE OF THE CUSTOMER

(to be read by the person introducing Joey at your event)

The shifting values, beliefs, and expectations of customers are bringing massive change to the forefront of every industry.

When companies like Whirlpool, Deloitte, Volkswagen Australia, Principal Financial, and Zappos want to figure out how to weather this change and develop remarkable customer experiences, they call on Joey Coleman for assistance.

Joey is a recognized expert in customer experience design and is an award-winning speaker at both national and international conferences. He works with organizations ranging from small start-ups that are fresh off the kitchen table, to large Fortune 500s, with hundreds of mid-size businesses in between. His book *Never Lose a Customer Again*, debuted at #2 on the *Wall Street Journal* Best Seller List and is being used as a playbook for creating remarkable experiences in organizations around the world.

Prior to helping organizations envision their future customer experiences, Joey developed his narrative skills as a criminal defense trial attorney, honed his communication and messaging skills at the White House, and did things for the U.S. Secret Service and the CIA that he can't talk about publicly. ;-)

Today he's excited to share strategies and techniques that will help you create the remarkable customer experiences that will bring new customers to your door and keep your current customers coming back for more.

Ladies and gentlemen, please help me welcome...

Joey Coleman!