

JOEY COLEMAN

Keynote speaker and author
on customer and employee
retention.

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**All of Joey's programs are customized and personalized for each audience,
and can be delivered in-person or virtually for your next event.**

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

For nearly twenty years, Joey has helped organizations retain their best customers and employees and turn them into raving fans. In his entertaining and actionable keynotes, workshops, and consulting projects, Joey teaches how to design and deliver remarkable experiences that create personal and emotional connection. His *First 100 Days*® methodology helps fuel the successful customer and employee experiences his clients deliver around the world.

In his *Wall Street Journal* #2 best selling book, *Never Lose a Customer Again*, Joey shares strategies and tactics for turning one-time purchasers into lifelong customers - while dramatically increasing profits along the way.

As a recognized expert in experience design and an award-winning speaker at national and international conferences, Joey specializes in creating unique, attention grabbing interactions. He works with companies ranging from small VC funded start-ups, to large Fortune 500s, with hundreds of mid-size businesses in between.

Joey developed his narrative skills as a criminal defense trial attorney, advised and counseled Fortune 500 companies as a business consultant, honed his communications 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 design and artwork has been displayed in museums, featured in juried shows, and graced publications in the U.S. and abroad. When not traveling the world (48 countries and counting) for keynote presentations, client workshops, and quality beach time, Joey enjoys spending time with his wife and two young sons.

Never Lose a Customer Again

Creating Remarkable Experiences in The First 100 Days® to Gain a Customer for Life

Losing customers is the biggest threat facing businesses today - and yet most companies don't even realize it. After making huge investments of time, money, and energy to acquire new customers, most companies see between 20-70% of those customer disappear in less than one hundred days.

In an engaging and entertaining keynote, Joey Coleman will introduce you to *The First 100 Days®* methodology - a way of approaching your customer experience and customer service efforts that will turn new customers into lifelong fans. His presentation will feature research and case studies showing the importance of making a great impression and creating a remarkable experience in *The First 100 Days* of the customer lifecycle.

Designed to dramatically enhance the bottom line of your business, Joey will share:

- How to maximize the beginning of the customer lifecycle to increase engagement
- How to reduce customer churn and increase overall profits
- How to identify your current customer's journey and then enhance it

Joey's entertaining and actionable presentation will give you the tools you need to transform customers into powerful advocates for your brand. The typical business Joey works with sees an increase in profits of 25-100% and an increase in customer referrals of more than 30%. You will leave his presentation with a proven road map for creating remarkable experiences that turn average customers into lifelong fans.

"Joey will rock your audience's world - bringing to life insights and tools to create lifetime customers and advocates."

~ JASON BRADSHAW
VOLKSWAGEN GROUP AUSTRALIA

"Joey is thought provoking. A real difference maker!"

~ JERRY RIPPERGER
PRINCIPAL FINANCIAL GROUP

For booking information:

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The Changing Face of the Customer

How Your Customers Will Be the Next Great Disruptor in Your Industry

The shifting values, beliefs, and expectations of customers are bringing massive change to the forefront of every industry. By focusing on the evolving expectations of prospects and customers alike, an organization can weather the change that is sweeping across the globe and even take advantage of these shifts in order to grow marketshare and increase customer engagement.

Joey Coleman will present an informative and interactive keynote designed to show you how the marketplace is being dramatically altered by the shifting expectations of all customers. Building on this analysis, Joey will teach you how to take advantage of this shift by creating remarkable experiences for your customers.

Designed to dramatically enhance the longterm viability of your business, Joey will show you:

- How to maximize the interactions with your customers to increase engagement
- How to apply a four-step process for continuing to adapt to your customers' new expectations
- How to identify your customer's journey and then enhance it

You will leave Joey's presentation with new insights about your current customers' experiences and innovative suggestions for developing new experiences going forward. Joey specializes in energizing his audiences to create enhanced experiences - preparing them to comfortably and effectively navigating a rapidly changing global marketplace.

"Thought provoking, insightful, loved the examples!

#1 presenter I've seen."

~ CLAUDE SIROIS

IVANHOE CAMBRIDGE

"Joey Coleman is a great presenter. He is entertaining while informative, but most of all impactful. Joey shared ideas that are immediately actionable (and fun).

It will change our mindset forever."

~ JOE DENOYLOR

WASHINGTON FINANCIAL

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Never Lose an Employee Again

Creating Remarkable Experiences in The First 100 Days® to Create Engaged, Long-term Employees

Finding and keeping quality employees is one of the biggest challenges facing businesses today. After making huge investments of time, money, and energy to hire new employees, most companies see those employees leave before they've meaningfully contributed to the business.

In an engaging and entertaining keynote, Joey Coleman will introduce you to *The First 100 Days®* methodology - a way of approaching your employee experience that will turn new hires into longterm, engaged, committed team members. His presentation will feature research and case studies showing the importance of making a great impression and creating a remarkable experience in *The First 100 Days* of the employee lifecycle.

Designed to dramatically enhance the bottom line of your business, Joey will share:

- How to maximize the beginning of the employee lifecycle to increase engagement and loyalty
- How to reduce employee churn and increase overall profits
- How to identify the varied journeys your different employees have and then enhance them.

Joey's entertaining and actionable presentation will give you the tools you need to transform employees into powerful advocates for your brand. You will leave his presentation with a proven road map for creating remarkable experiences that turn new hires into committed, engaged team members.

"Imagine your attention captivated for 60 minutes during the discovery to the solution you have been seeking your entire career. Joey Coleman revealed the secret blockages holding our company back.

If anyone in the audience doesn't act upon this presentation and improve their employee experience, they are not paying attention. Joey made me want to be a better boss."

~ BEAU BEECHER
KIMBALL & BEECHER FAMILY DENTISTRY

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What's Next?! How to Navigate Customer and Employee Interactions in a Pandemic (and Post-Pandemic) Era

In this virtual presentation, Joey will address how the COVID-19 pandemic has impacted businesses around the world - with a specific focus on changes in the expectations and experiences of customers and employees alike.

As the pandemic continues to shape the world, businesses face new challenges on a daily basis. Smart organizations recognize that the "old ways of doing business" don't work anymore, and waiting for things to "get back to normal" isn't a viable strategy. Instead, the best organizations are figuring out "what's next" to acknowledge the new reality, adapt to a shifting landscape, and thrive in this new environment.

Customized specifically to your audience, Joey's presentation can have a customer focus, an employee focus, or a blended approach that accounts for both customer and employee considerations. Potential topics of discussion include:

- How changes in behavior and buying habits have permanently redefined expectations and interactions
- How Maslow's hierarchy of needs can offer a roadmap for understanding shifting desires
- How to identify new customer needs and habits to better position your organization for future success
- How the best companies are retaining customers and growing market share in this uncertain economy
- How to best position your organization for what's next in the months and years to come
- Open Q&A session to troubleshoot specific challenges attendees are facing, along with guidance for how to address these challenges right now

Joey will work with you in advance of your event to shape the ideal blend of content, context, and confidence necessary to give your team the answers they need when trying to determine "what's next?!"

Always entertaining and action-oriented, Joey's time with your team is orchestrated to share examples of what's working right now and spark ideas for how to apply these learnings to evolve both operations and offerings to make the most of this new environment. Filled with inspirational case studies and real-world solutions, this virtual presentation is designed for team meetings, sales and marketing trainings, customer support team ongoing education, and business leadership team strategy sessions.

"Joey's presentation was informational, fact-filled, and engaging to say the least!!! His knowledge around employee engagement and solutions around the mistakes and pitfalls that many organizations run into or make was extremely valuable."

~ CURTIS CHRISTOPHERSON
OWNER, INNOVATIVE FITNESS

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