



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

IMPORTANT LINKS

CLICK the links below for:
[On-Stage Preview Video](#)
[Virtual Preview Video](#)
[Speaker Website](#)

AREAS OF IMPACT

Business Growth
Customer Experience
Customer Service
Marketing
Emcee / Event Host

BOOK JAY

Please contact
Michelle Joyce
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MICHELLE JOYCE
— SPEAKERS —

MEET JAY



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.

Known for his fun plaid suits, meeting planners can select the very suit Jay will wear to their event through his custom app!



**FOR BOOKING INFORMATION
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TESTIMONIALS



"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, personal, and incredibly valuable to our customers."

– LISA HORNER, VICE PRESIDENT OF MARKETING, APPFOLIO

"Jay is a powerful presenter. He not only positively affected our members, but as a result of his presentation, our own organization completely changed our approach to growth."

– BILL ECKSTROM, CEO of ECSELL INSTITUTE

"With COVID-19, we had to move from planning an in-person, three-day meeting to a virtual, three-day meeting with 60 people across three countries. All while keeping the same objectives and expected outcomes. Having Jay Baer as our host, emcee, and keynote speaker helped keep the high-energy and consistency needed across all three days. We were all extremely surprised how much engagement we had across the team – even until the end. It was an unanimous success thanks to Jay!"

– CHRISTY DEMPSTER, SENIOR INTERNATIONAL MARKETING MANAGER, CX

"There are some speakers that are great on stage, some that have amazing and relevant content, a very small handful who actually share something that will shift your entire business strategy, and very very few who impress me as having all the above – Jay is that guy."

– RORY VADEN, WORLD CHAMPION PUBLIC SPEAKER



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POPULAR PROGRAMS

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



REWIRE

How to Reconnect With Your Customers and Boost Your Business

Market share shifts in times of uncertainty.
And we've NEVER been more uncertain.

Nearly 60% of consumers have tried a business for the first time since the pandemic, and 89% of them plan to stay with this new option. The pandemic is terrible... but it's also the single greatest opportunity you will ever have to grow your business.

To grow, you must REWIRE relationships with customers and prospects. The information our customers used to have about us has vanished, and you must close that uncertainty gap.

Are you open? Do you sell the same things? How have your procedures changed? Is the price still the same? How does customer service work now? None of this information is universally known by your customers and prospects any longer.

In this next normal, we can assume nothing regarding what customers know about businesses.

Key points in this program:

- Rebuild customer knowledge (including ratings and reviews)
- Retrain your team
- Repackage your products and services
- Regain your competitive advantage
- Reintroduce your brand to your customers
- Reset your expectations for success
- Learn specific, concrete plans they 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



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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

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YOUTILITY

How to Grow Your Business by Helping, Not Selling

In this era of uncertainty, help beats hype every time.

It's scary, yes. But it is also the single greatest business opportunity since electricity. Look past the "old ways" of marketing. Look past the old ways of customer service, and what you find is a once in a lifetime opportunity to massively propel your business forward in ways that were unthinkable just a few years ago.

The key to breaking through customer cynicism and competitor messaging clutter isn't shouting louder, it's becoming truly, massively helpful.

Is your marketing so helpful that people would pay for it? That's what it takes to become a *Youutility*....and you can get there.

Helpfulness is the coin of the realm, and you'll find out how to out-help your competition in this dynamic, hilarious, and thought-provoking presentation.

Key points in this program:

- Learn why the fight for attention will only get more difficult
- Discover why the typical antidotes to customer tune-out are ineffective
- Learn why most marketing and communication efforts FAIL
- Discover the system for using extreme helpfulness to break through clutter and confusion
- Learn how to give customers exactly what they want, in a way that works for all sides
- Be entertained and inspired by relevant, customized (and often hilarious) examples and case studies

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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

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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 relevant, customized (and often hilarious) examples and case studies

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4 WAYS TO WIN

How Small Businesses Can Outflank the Big Guys and Thrive

Play the game you can actually win.

The big guys have more money. They have more awareness. They have more technology. But small businesses can still win and grow if they stop trying to copy the big guys, and instead double-down on an intimate approach to customer experiences.

In this timely and vital presentation, Jay demonstrates the four ways small businesses can clearly differentiate from large competitors, and how those distinctions can be used to attract more customers than ever.

Jay will change the way you think about customer experience, customer service, personalization, and marketing.

Key points in this program:

- How customers choose between large and small business alternatives
- Pandemic-driven customer expectation trends and implications for small business success
- Why “every business must now function like a startup” and why that’s good news for small businesses
- How to become more of what you are instead of chasing what you’ll never be
- How to become irreplaceable to your customers
- How you can turn the tables on the colossuses by embracing your points of differentiation
- Be entertained and inspired by relevant, customized (and often hilarious) examples and case studies

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IN-PERSON AND 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 prepares vigorously, reviewing presentations of all main stage speakers with event organizers beforehand, and remains largely unscripted to be able to connect the thematic dots on-the-fly.

Jay even offers to create a closing keynote written DURING the event, that closes the show with key takeaways and lessons for the audience.

He can easily pull double or triple duty at your event (keynote + emcee + panel moderator).

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

Here's an unsolicited testimonial from our client:

"Jay you are absolutely AMAZING!!!! From the first call we had, that seems like eons ago where you set me at ease and told me we would have not 1, not 2, but 3 great virtual events, I knew it would be great... but I could have never imagined just how great!!! The organization is buzzing this morning about how they could have never imagined virtual galas to be that dynamic! The executive team is so happy! You are the ultimate rock star and we couldn't have done this without you!!!!"

~ Alyssa Reisman, Event Manager for D&H Distributing

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