



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:
[Jay's Preview Videos](#)
[Speaker Website](#)

AREAS OF IMPACT

Business Growth
Customer Experience
Customer Service
Marketing
Emcee / Event Host



MEET JAY



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

He has spent 30 years helping more than 700 of the world's most iconic brands, including Nike, Oracle, Salesforce, Bentley, and The United Nations, gain and keep more customers.

A 7th-generation entrepreneur, Jay has written seven best-selling books on marketing and customer experience, and founded five, multimillion-dollar companies.

Jay is an inductee into the professional speaking hall of fame, and travels globally teaching business growth principles to in-person audiences.

For three consecutive years, Jay has been voted a Global Guru for internet marketing and customer experience.

Jay has also hosted more than 800 podcast episodes and created 7 shows, including Social Pros, twice named the #1 marketing podcast.

A lover of plaid suits and a hater of red tape, Jay is also the world's #2 tequila influencer, publishing 25 videos per month on Instagram, TikTok, and beyond.

Jay can elevate your corporate meetings and events with exclusive, custom tequila tasting experiences — perfect for engaging and entertaining teams and clients.



TESTIMONIALS



"Jay nailed it! In this day and age, manners have been lost and customer service is not a priority for many businesses. Jay hilariously demonstrates how important it is to "hug your haters" and respond to customer feedback, even if you can't fix it. You have to listen and you have to be empathetic. It's a lesson that applies not only to your business, but also to your own relationships. His stories and humor helped drive the message home and we look forward to having him back."

– ELIZABETH KUNZELMAN, DIRECTOR OF PUBLIC AFFAIRS, PETLAND

"We had the chance to work with Jay Baer to have him emcee one of our events, and it was a pleasure to work with him. Jay is very professional and has a lot of positive energy. He is very good in creating interactions with the audience, and our attendees found him amazing!"

– VALERIE HASSID, PFIZER

"Jay was amazing! We loved that he tailored the presentation to the multifamily sector of our business and included some of our data throughout. I was super surprised to find out consumer expectations on how fast businesses should respond. Jay also did a great job of adding humor throughout to keep the audience engaged."

– JOHN LE, APARTMENTS.COM

"Jay is always a draw for our events and delivers exceptional content for our B2B audience. His ability to put together and showcase B2B examples and actionable takeaways is greatly appreciated!"

– KLAUDIA TIRICO, DEMAND GEN REPORT / B2B MARKETING EXCHANGE





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.

QUICK. CLEAR. KIND.

THE 3 UNBREAKABLE RULES OF CUSTOMER LOYALTY

Customer expectations are always rising. Customers demand perfection (or nearly so) and they want it instantly. With customer experience often outweighing price as a deciding purchase factor, mastering the crucial customer interactions is vital for success.

In "Quick. Clear. Kind. The 3 Unbreakable Rules of Customer Loyalty," Jay Baer delivers an energetic, compelling, HIGHLY customized, and hilarious presentation backed by real data.

This keynote reveals the three essential components that foster customer loyalty: being quick, clear, and kind.

Attendees will learn actionable strategies to improve these pivotal areas, helping to win more customers and keep them coming back.

Elevate your customer experience and turn these non-negotiables into your competitive edge.

[Click the graphic below for a video overview of this program from Jay](#)



QUICK. CLEAR. KIND.

THE 3 UNBREAKABLE RULES OF CUSTOMER LOYALTY



Key Audience Learnings:

- 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

.All attendees will be taught a proven framework (developed by Jay in his work for hundreds of major brands) that provides specific, actionable tactics and techniques that can be implemented immediately.



HUMAN.KIND

HOW TO KEEP IT REAL AND WIN IN THIS AGE OF AUTOMATION

(Pt. 1)

Every company is racing toward the same AI-powered finish line. But what if that's the wrong race to run?

While your competitors chase the next automation breakthrough, a counterintuitive truth is emerging from the data: In an AI-saturated marketplace, if you strategically invest in human connection, you will outperform the pack.

In Human.Kind, Jay Baer, Hall of Fame speaker, New York Times bestselling author, and strategy advisor to more than 700 iconic brands reveals the three-part framework that companies are using to turn the AI revolution into their core differentiator —by doing exactly what their competitors won't.

Jay Delivers These Truths (and more):

- Why AI and automation are ultimately table stakes, not differentiators
- Why your customers are experiencing "automation fatigue" (73% prefer human interaction for complex decisions)
- Why companies adding strategic human touchpoints see 23% higher profit margins

What wins when AI and automation are everywhere?

Keeping. It. Real.



HUMAN.KIND

HOW TO KEEP IT REAL AND WIN IN THIS AGE OF AUTOMATION

(Pt. 2)

Strategically adding MORE personal touches to your customer interactions gains you these advantages:

- Boosted trust in your brand
- Increased word of mouth
- Reduced customer churn
- Happier team members

With relevant, specific, moving examples that will delight and motivate your people, Jay provides the recipe for embracing high touch when everyone else is embracing no touch.

This program will change the way you think about AI, customer experience, marketing, and the fundamental relationship between your company and your customers.

This isn't about choosing sides in the human vs. AI debate. It's about purposefully using both to create a competitive moat that wins the heart, minds, and wallets of your customers.

TIME IS MONEY: HOW TO EXCEED CUSTOMERS' NEED FOR SPEED

How long are you willing to wait? If you're like most of your customers, the answer is very little. In today's fast-paced market, your customers are deciding to buy from you based on how quickly you respond to their needs.

Speed is not just a luxury; it's a critical factor driving purchase decisions.

In "Time IS Money: How to Exceed Customers' Need for Speed," Jay Baer explores why over half of customers choose businesses that respond first, even at a higher price.

Discover why 2/3 of customers rate speed as important as price.

This engaging presentation will arm you with actionable insights and strategies to outpace your competition, exceed customer expectations, and turn speed into your ultimate competitive advantage.

[Click the graphic below for a video overview of this program from Jay](#)



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

All attendees will be taught a proven framework (developed by Jay in his work for hundreds of major brands) that provides specific, actionable tactics and techniques that can be implemented immediately.



IGNITE A WORD OF MOUTH WAVE: HOW TO STAND OUT AND CREATE CUSTOMER CONVERSATIONS

The best way to grow any business is for your customers to grow it for you.

But achieving this requires delivering a customer experience that sparks conversations. Word of mouth drives 50% of all purchases, yet it's often overlooked. We can't assume our customers will talk about us—they need a compelling story to share.

In "Ignite a Word of Mouth Wave: How to Stand Out and Spark Conversations," Jay Baer offers a hilarious and interactive presentation filled with real-world examples and cutting-edge research.

He reveals how to craft a unique story for your business, transforming customers into your most effective sales and marketing force.

This powerful keynote inspires real change among attendees, reshaping their understanding of how customer experience intersects with marketing, sales, and operations. The insights provided lead to significant growth and enhanced cooperation.

[Click the graphic below for a video overview of this program from Jay](#)





IGNITE A WORD OF MOUTH WAVE: HOW TO STAND OUT AND CREATE CUSTOMER CONVERSATIONS

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

All attendees will be taught a proven framework (developed by Jay in his work for hundreds of major brands) that provides specific, actionable tactics and techniques that can be implemented immediately.

EMBRACE COMPLAINTS AND BOOST YOUR BUSINESS

Haters aren't your problem—ignoring them is.

In today's climate of complaint, people are more vocal with their dissatisfaction, making it feel like you're constantly managing negativity. But this rise in complaints actually presents a tremendous opportunity for growth.

In "Embrace Complaints and Boost Your Business," Jay Baer delves into The Science of Complaints—exploring why and where your customers (and team members) voice their dissatisfaction and how to convert it into a powerful business edge.

This eye-opening presentation equips attendees with critical steps to retain and delight customers in a disrupted era, where customer service has become a spectator sport.

Jay also shares strategies for effectively handling feedback, including negativity from colleagues and teammates, transforming discord into collaboration and growth.

[Click the graphic below for a video overview of this program from Jay](#)



EMBRACE COMPLAINTS AND BOOST YOUR BUSINESS



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

All attendees will be taught a proven framework (developed by Jay in his work for hundreds of major brands) that provides specific, actionable tactics and techniques that can be implemented immediately.

EMCEE AND EVENT HOST

Hall of Fame keynote speaker Jay Baer is also an in-demand emcee and event host. Whether it's a full-day program or a complex, multi-day event, Jay has hosted events [both virtually and in-person] for IBM, Oracle, Roche, D&H Distributing, 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 he can assist with run-of-show, tech platform selection, 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 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



TEQUILA, ANYONE?

Hall of Fame keynote speaker and best-selling author Jay Baer is also a certified tequila sommelier!

What a passion for tequila and agave spirits, Jay will work with your company to create a dynamic, custom program (in-person or virtual) that combines marketing and CX counsel with fun, informational tequila content.

His Instagram (@tequilajaybaer) and TikTok (@tequila.jay) accounts educate new consumers about all things tequila on a regular basis.

Jay has spent 30+ years advising the world's largest brands on how to gain and keep customers using social media, content marketing, digital marketing, and customer experience. He draws on this expertise to combine customer experience and marketing content within-person or virtual tequila education and live tastings.

Learn how to bring this fun and memorable addition to your next event!



BOOKS BY JAY



Jay Baer is the *New York Times* best-selling author of seven books that help you get more customers and keep the ones you've already earned.



The Time to Win

In this groundbreaking mini-book (takes just one hour to read), Jay demonstrates why speed is now the most important component of customer experience.

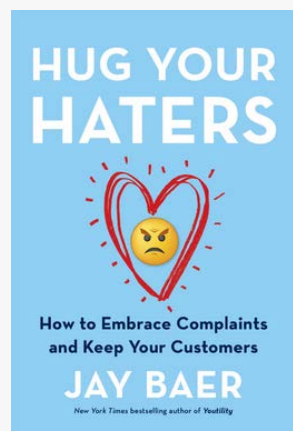
And, his 6-piece framework illustrates precisely how to gain and keep more customers using speed and responsiveness. See why people say it's the "most useful small book ever published"!



Talk Triggers: The Complete Guide to Creating Customers With Word of Mouth.

Published by Penguin Portfolio, *Talk Triggers* is the complete blueprint for growing a business by giving customers a memorable story to tell.

(It's also the first business book with alpacas on the cover!)



Hug Your Haters: How to Embrace Complaints and Keep Your Customers is the first book on customer service disruption, and is one of the best-selling customer service books globally.

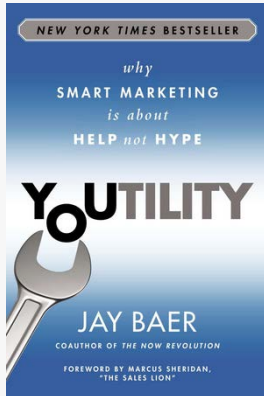
Named one of 2016's top three business books by *Strategy : Business Magazine*.

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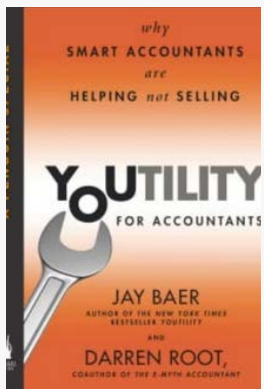
BOOKS BY JAY

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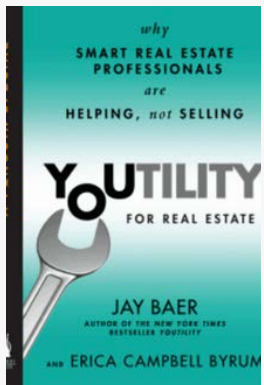


Jay's book ***Youtility: Why Smart Marketing is About Help not Hype*** is a *New York Times* and Amazon best seller.

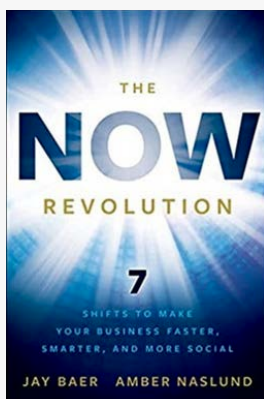
Published by Penguin Portfolio, *Youtility* helped redefine content marketing and digital marketing for modern business. The *Youtility* keynote presentation is a powerful mix of inspiration and practical, real-world examples.



Co-written with best-selling author Darren Root, ***Youtility for Accountants: Why Smart Accountants are Helping not Selling*** takes the core premise of *Youtility* – making your marketing so useful, people would pay for it – and gives it an accountants-only twist.



Co-written with digital marketing expert Erica Campbell Byrum from Homes.com and ForRent.com, ***Youtility for Real Estate: Why Smart Real Estate Professionals are Helping not Selling*** takes the core premise of *Youtility* – making your marketing so useful, people would pay for it – and shows how it works for the real estate business.



What is social media's impact on business, and how must companies change to survive and thrive in this fast-paced, hyper-competitive world?

This is the topic of ***The NOW Revolution: 7 Shifts to Make Your Business Faster, Smarter and More Social*** from Jay Baer and Amber Naslund. ✉ Michelle@MichelleJoyce.com

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