6 STEPS TO REWIRE CUSTOMER LOYALTY AND BUILD YOUR BUSINESS
JAY BAER
Founder, Convince & Convert
7th-generation entrepreneur
Author of 6 best-selling books
Creator of 5 multi-million dollar companies
Lover of plaid, tequila, BBQ
We’re not going back to “normal”
Unprecedented swings in market share
54% of customers have used a business for the first time since the pandemic.

Source: Podium
89% of those customers plan to keep using the new provider post-pandemic.

Source: Podium
Market share shifts in times of uncertainty
Massive information asymmetry
Is the haircut place open?
Are the hours different?
Is my haircut person still there?
Do I need an appointment?
How are appointments made now?
Where do I park?
Are the parking meters downtown working?
Can I use a debit card for parking meters?
Do I just come in, or text when I’m nearby?
Is there a waiting area?
Do I wear a mask?
Does my haircut person wear a mask?
Do they shampoo, or do I need to come straight from a shower?
Are appointments the same length?
Is pricing the same?
How do payments work? For gratuity?
Today, every business is a startup, and must function that way.
6 STEPS TO REWIRE CUSTOMER LOYALTY AND BUILD YOUR BUSINESS
RECONFIGURE

your products and services
We crammed 36 months’ worth of digital transformation into 36 days
PRIVATE STUDIO SUITES

Our studio suites provide a clean, private, comfortable atmosphere fully equipped for just you and your personal trainer to focus on your needs and goals. No distractions, no crowds, no waiting for equipment. This unique and personalized training experience helps you devote all your attention and energy to your workout. Can't always make it in, but want to stay on track with your goals? Check out our LIVE 1-on-1 Virtual Training.
Tuesday, Sep. 01 | 4:00 pm to 6:00 pm

Painting Kits - order & pick up Friday!

Share this event with friends

$25-$40 per person
4:00 pm to 6:00 pm

301 E Carmel Dr, A-500 Carmel, IN 46032

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The date 2020 e-commerce revenues will surpass 2019 revenues

Source: Adobe
• Digital
• Hassle-free
• Sample-able
RETRAIN
your team
Massive staff turnover in many industries
And even in stable staffing environments, reconfigured products/services = big operational changes
15% off up to $500 on new orders. CODE: MORE SPACE 15  

Now Offering VIRTUAL Design Consultations  

Use Zoom in the comfort of your own home and collaborate with a designer on your dream space. You take the measurements and we do everything else!
When you're ready, swing by for distance dining or carryout at Carmel Tap House (open now) & Columbus Pump House (reopening 5/13). What is distance dining, you ask?

- Tables at least 6 ft apart
- Table talkers to minimize unnecessary contact (flip it green to order, red to enjoy)
- Frequent & increased sanitation
- Staff in PPE
- Limited capacity, reservations preferred
- & more, head to www.uplandbeer.com/reopening to learn more.

Catch you later.
• Document
• Drill
• Deconstruct
REEDUCATE
customers & prospects
Nobody knows anything about anything
You must close customers’ uncertainty gap
I ASSURE YOU, WE'RE OPEN!
Are airlines still in business

- are airlines still in business
- are **norwegian** airlines still in business
- is **frontier** airlines still in business
- is **american** airlines still in business
- is **eastern** airlines still in business
- is **continental** airlines still in business
- is **wow** airlines still in business
- is **united** airlines still in business
- is **virgin** airlines still in business
- is **condor** airlines still in business
You need the ULTIMATE FAQ
88% growth in questions asked on websites between Feb - April, 2020

Source: Yext
Frequently Asked Questions

What is ME doing to promote health and safety at Massage Envy franchised locations?

What are the cleaning protocols at Massage Envy franchise locations?

Do Massage Envy franchised locations have contactless intake and payment processes?

What precautions should customers take before coming in for a service?

How are Massage Envy franchise locations monitoring the health and symptoms of their employees?

What is ME doing to give back?
• Show, don’t tell
• Push, don’t solely pull
• Change the messenger
RESPOND to questions immediately
Waiting keeps items active on to-do lists, producing anxiety
Amanda Carpenter @amandacarpenter

Guys. I'm trapped in an Amtrak elevator at BWI airport. Help?
Amanda Carpenter @amandacarpenter
Guys. I'm trapped in an amtrak elevator at Bwi airport. Help?

205 DAYS
Guy guys, I'm trapped in an Amtrak elevator at BWI airport. Help?

@Amandacarpenter We are sorry to hear that. Are you still in the elevator?
86% of customers expect local businesses to offer MORE convenient communication than before the pandemic

Source: Podium
41% of customers are more interested in using text messaging to communicate with businesses than before the pandemic.
• Be faster
• Answer, even without an answer
• Be available everywhere
REQUEST
word of mouth
We trust people more than ever, and we trust business and organizations less
The best way to grow any business is for your customers to do it for you
Reviews pre-pandemic are essentially worthless
Share and Read Reviews of Restaurants COVID-19 Safety Practices
• Encourage customers to engage in WOM
• Do not incentivize
• Create & feature customer stories
wendyslookbook 🍉 Follow

Paid partnership with nordstrom
Nordstrom NYC

wendyslookbook 🍉 I haven’t been out in months and this visit to @Nordstrom was so refreshing. Everyone was wearing masks, practicing social distancing, and incredibly kind. Even shoppers, strangers as we were, stopped and had meaningful conversations. I think we just all miss the human contact. And miss seeing pretty shoes and bags too 😍😍

#nordstrom #sponsored

1w

demwoods07 love you 😍😍

9,969 likes

JULY 24
RESET
your expectations
Brands are built in the bad times
Times of change create winners and losers
It’s easy to get swamped by the “what next!?” mindset
How you handle your business in the next 6 months will determine your success in the next 6 years.
54% of customers have used a business for the first time since the pandemic.
89% of those customers plan to keep using the new provider post-pandemic.

Source: Podium
28% of consumers say **price is less important** since the pandemic.
Nobody is pro-pandemic
The single greatest business growth opportunity you will ever have