



6 STEPS TO REWIRE CUSTOMER LOYALTY AND BUILD YOUR BUSINESS

These materials do not reflect the views of Verizon.

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



of customers **have used a business for the first time** since the pandemic



of those customers **plan to keep using the new provider** post-pandemic

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

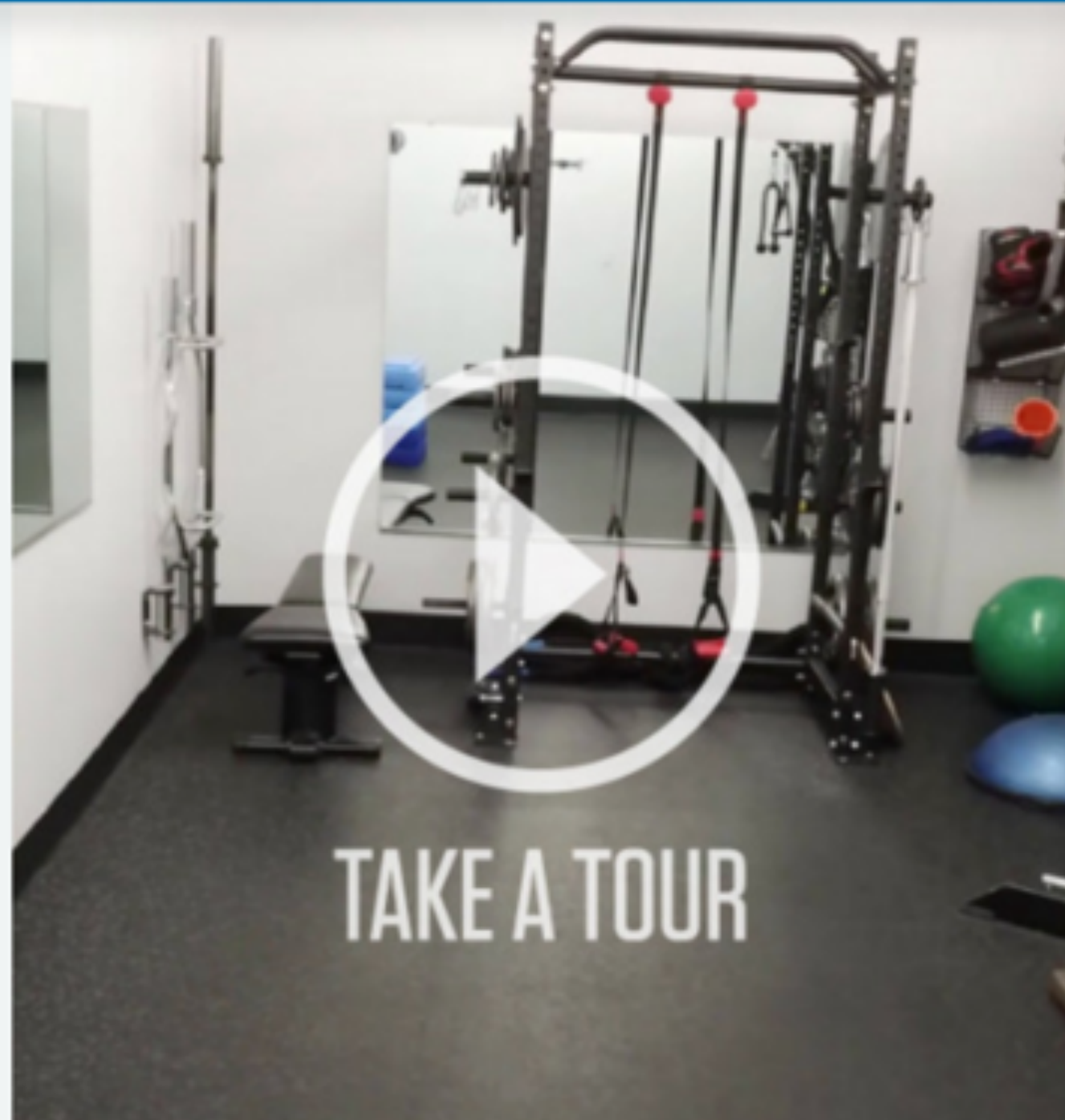
RECONFIGURE

your products and services

We crammed 36 months' worth of digital transformation into 36 days

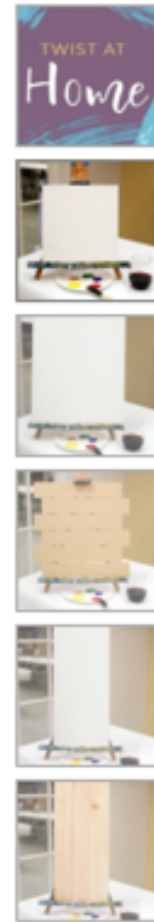


FITNESS TOGETHER®



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!

★ TWIST AT HOME

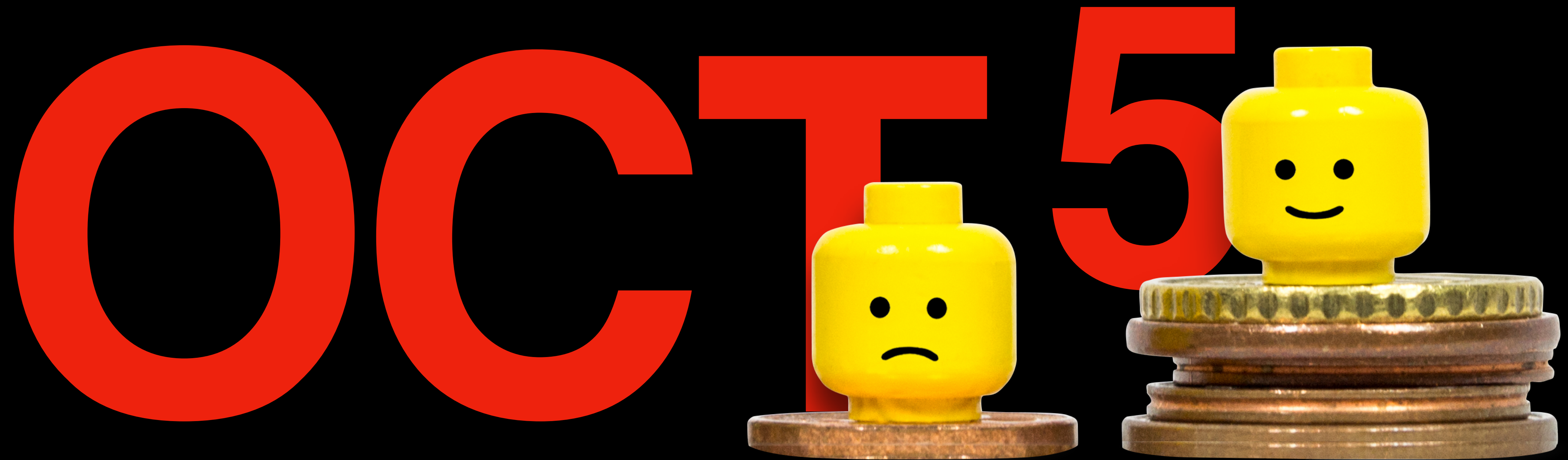
Share this event with friends



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

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

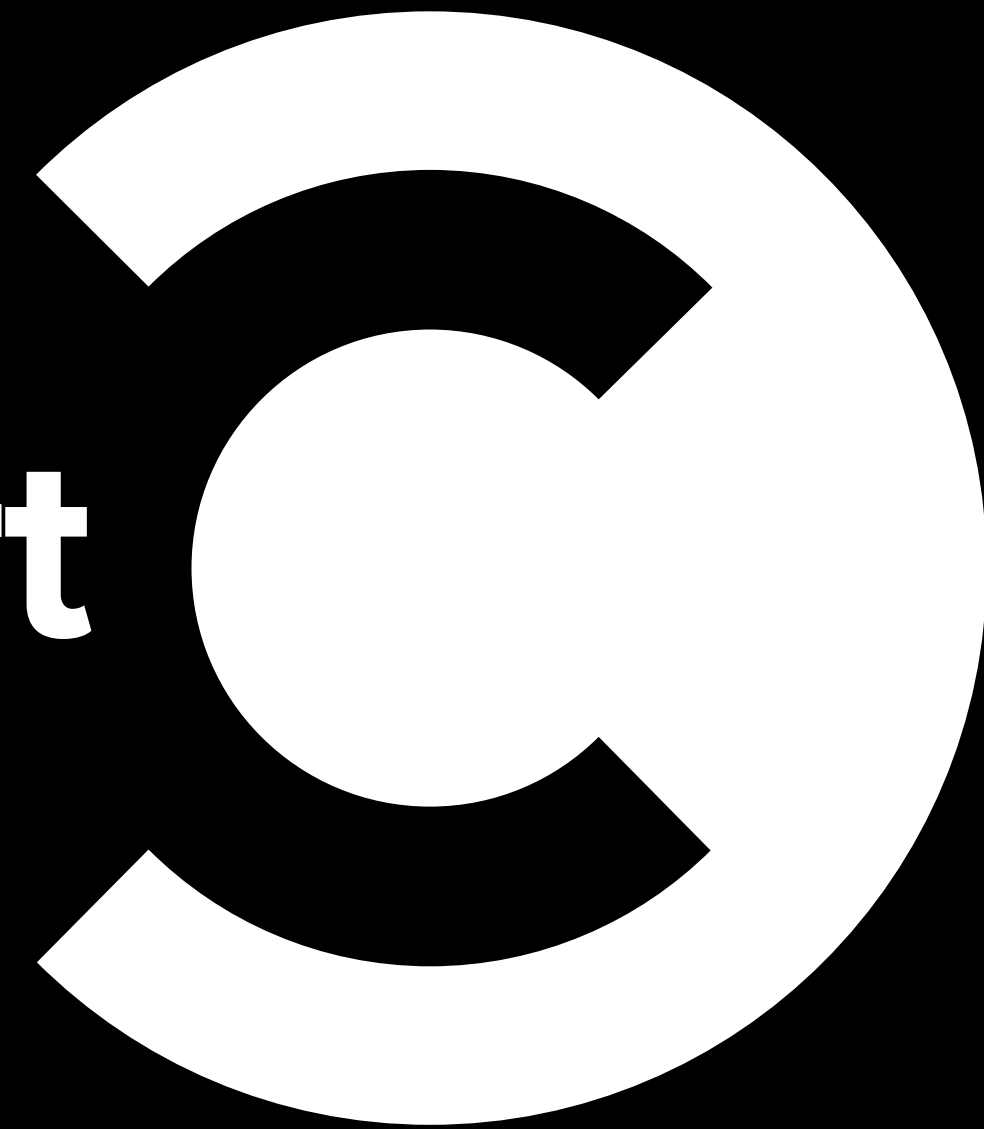
12x12 Canvas	- 0 +	\$25
16x20 Canvas	- 0 +	\$30
Wooden Shiplap Pallet	- 0 +	\$35



The date 2020 e-commerce revenues **will surpass 2019 revenues**

- Digital
- Hassle-free
- Sample-able

Convince & Convert



RETRAIN
your team

Massive staff turnover in
many industries

And even in stable staffing environments,
reconfigured products/services =
big operational changes

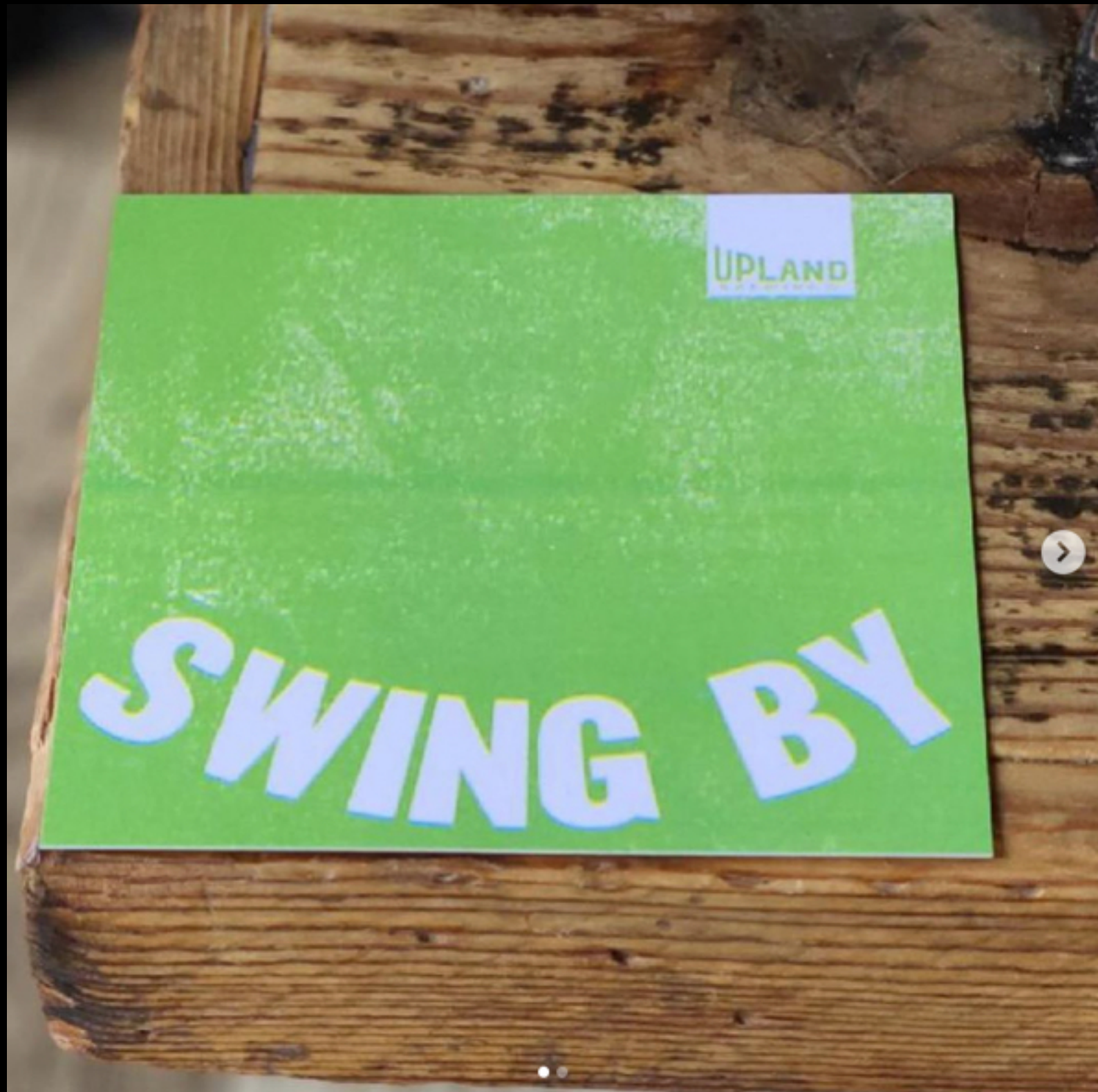
15% off up to \$500 on new orders. CODE: MORE SPACE 15 [Details](#)

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!

Get Started





uplandbrewco • Following

uplandbrewco 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 to learn more .

Carryout & curbside continue to be available at Upland.

164 likes
MAY 11

Add a comment...



uplandbrewco • Following

uplandbrewco 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 .

Carryout & curbside continue to be available at Upland. We'll keep you

164 likes
MAY 11

Add a comment... Post

- Document
- Drill
- Deconstruct

REEDUCATE

customers & prospects

Nobody knows anything
about anything

You must close customers'
uncertainty gap



CASA VIDEO

MOVIE RENTAL

I ASSURE
YOU, WE'RE
OPEN!

Classic
Movies

Available



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



growth in **questions asked on websites** between Feb - April, 2020



MASSAGE

STRETCH

FACIALS

Frequently Asked Questions

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

What are the cleaning protocols at Message Envy franchise locations?

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

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

How are Message 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?

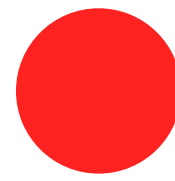
A thick red horizontal line starts from a solid red circle on the left side of the screen. The line extends to the right and ends at a larger red circle. Inside this larger circle, the text '205 DAYS' is written in a bold, red, sans-serif font.

**205
DAYS**



Amanda Carpenter @amandacarpenter

Guys. I'm trapped in an amtrak elevator at Bwi airport. Help?



**205
DAYS**



Amtrak 
@Amtrak

@amandacarpenter We are sorry to hear that. Are you still in the elevator?



of customers expect local businesses to offer MORE convenient communication than before the pandemic



BOGDANOFF
DAGES & CO, PC
CPAs Tax & Accounting Expertise





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



COVID
Restaurant Reviews

BETA

Share

Add a Restaurant



**Share and
Read
Reviews of
Restaurants
COVID-19
Safety
Practices**

Search Restaurant and City

Search

Looking for more filtering options? Try the [advanced search](#).

- 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



demi.woods07 love you 🥰🥰🥰🥰
🥰❤❤



9,969 likes

JULY 24

Add a comment...

[Post](#)

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



of customers **have used a business for the first time** since the pandemic



of those customers **plan to keep using the new provider** post-pandemic



of consumers say **price is less important** since the pandemic

Nobody is pro-pandemic

The single greatest business growth
opportunity you will ever have

JAY BAER

ConvinceAndConvert.com - consulting

JayBaer.com - speaking

