



Kelly McDonald Program Description

How to Wow, Work With & Win Customers NOW

Experience this IN-DEMAND topic! Global companies, associations and independent businesses are RAVING about the insights and no-cost, actionable takeaways in this info-packed session.

SUMMARY:

Right now, your customers need you more than ever. But not in the usual way. What your customers want and expect from you now is radically different because we've changed the way we work in some fundamental ways. Now, more than ever, you must differentiate yourself and your company on the experience that your customers have, rather than simply the products and services you offer.

You now have a unique opportunity to "wow" your customers, by demonstrating that you have their back and that you're here to help and serve them as they navigate whatever is around the next corner.

You can work with your customers in new ways by being "quietly helpful". The work you do now, in this way, will position you for the **WIN**: how you, your company, brand, people and products will be seen long-term, not just when times are difficult or uncertain.

In this session, you'll learn new approaches and mindsets that will make you better, smarter, and more effective in serving your customers – and you'll cement the bond for increased sales and loyalty.

This session will cover:

- How to address the concerns your customers have right NOW – and how you can tie those into exceptional sales and customer service
- How to stay visible without spamming your customers
- 5 low-cost, no-cost action items that you can apply immediately
- What to do – and NOT do – when things go wrong
- Consumer trends and insights to leverage to grow business now