



Jay Baer Program 4 Ways to Win

How Small Businesses Can Outflank the Big Guys and Thrive in 2020 and Beyond

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.

Jay Baer is a 7th-generation entrepreneur who has started five multi-million-dollar small businesses from scratch. In this timely and vital presentation, he 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.

Including a minimum of nine relevant (and often hilarious) examples, Jay will change the way you think about customer experience, customer service, personalization, and marketing. You will learn why and how consumers choose between large and small alternatives, and how you can turn the tables on the corporate colossuses by embracing your points of difference.