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NAMED #1 ON LIST OF "26 HOT SPEAKERS"

FEATURED ON CNBC, IN FORBES, BUSINESSWEEK, ON CNNMONEY, AND SIRIUS/XM RADIO.

Six Consumer Trends You Need to Leverage Now

ABSTRACT:

Consumers – and their behavior – are changing at lightning speed now. The companies that stay abreast of rapidly changing consumer trends win: in business growth, loyalty and customer satisfaction.

KEY POINTS:

- consumer communication preferences
- customized service and access,
- technology and the ensuing expectations it puts on businesses (especially financial services)
- desire for simplicity
- Millennials craving for information that doesn't make them feel stupid
- The shifting view on frequent job changes

These key macro trends affect all businesses today, but for small or independent businesses, the impact is more immediate and profound. Organizations that demonstrate that they “get” their customers and “get them now” are positioned as experts and trusted guides.

This presentation covers current macro consumer insights and real-world examples from successful brands and companies. Additionally, actionable, low-cost/no cost strategies will be presented so that attendees can apply what they learn right away.