



Beth Sherman

Teaching people how to build relationships quickly, using humor.

TALK: Transform Your Customer Interaction With Humor
(45 minute keynote)

Customer interaction has changed drastically over the past decade. Automated assistance and AI has replaced much of traditional customer service, making the experience more efficient, but impersonal and fundamentally joyless.

Humor is an ultra-efficient path to establishing likeability and trust. Consumers consistently report they prefer brands that make them laugh or smile.

Where there is laughter, there is emotional connection.

Where there is emotional connection, there is trust.

And where there is trust, there is customer retention and greater profit.

In this engaging, interactive talk, Beth teaches audiences how to use humor to connect with potential customers, increase brand awareness and customer engagement, and ultimately, drive sales.

By teaching the professional comedy-writing techniques she's honed over a 25-year career as a comedian and top Hollywood comedy writer, Beth gives participants practical tools to entertain and engage customers throughout the consumer journey.

Who needs this keynote?

- Creative teams looking for an edge
- Service providers who want transform interactions from transactional to human.
- Brands who want to increase visibility
- Marketers who want to convert consistently
- Agencies who want to stand out amongst competitors
- Communications teams who want their messaging to connect effectively

What will the audience learn?

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Audiences learn how to identify comedic opportunities in 1:1 interactions, how to harness the power of joke-writing as shortform storytelling, and how to inject humor into advertising copy and marketing campaigns without diminishing the subject or brand.

How can it be delivered?

This presentation is available in-person and virtually

Also available on this subject:

Workshops, Masterminds, Bespoke Coaching for individuals and teams

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