

WINNING at BUSINESS

and ONLINE REVIEWS

Do you know how often your prospects are seeing negative or positive reviews of your business?

Almost every consumer business is subject to online reviews. Depending on the industry, anywhere from 73% - 90% of consumers read online reviews before buying a product or service.

You may not like any of the review sites but they impact your business.

This workshop will help business owners with the following issues:

- * Understanding online reviews and services such as Yelp, TripAdvisor, Google+, Yahoo Local, Zillow, Trulia, Angie's List, Houzz, Foursquare, Urban Spoon, Open Table, Zaggat, Fodor's, Orbitz, Travelocity, SpaFinder, Avvo, Lawyers.com, Vitals, HealthGrades, RateMDs, UCompareHealthCare, ThirdAge.com, Wellness.com, DealerRater, D.R. Oogle, etc.
- * How businesses respond to online reviews
- * How companies should respond to online reviews
- * How companies can generate more positive reviews
- * How online reviews can reinforce your brand
- * Why online reputation management is essential to your industry
- * Creating a virtuous cycle: using customer satisfaction to build loyalty and advocacy, which in turn drives reputation and demand
- * Time-saving tools for listening and analyzing reviews and feedback
- * Best practices for reacting and responding to reviews and feedback
- * Building awareness and shaping reputation by generating reviews and content
 - How to get your loyal customers to write reviews
 - What to do when you find yourself in a bad review crisis

We specialize in working with Realtors, Restaurants, Rooms (Hotels) and Renegades (Inventors/Small Business Owners) and can customize our workshop (and the review sites we cover) to your industry!



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Maria Elena Duron is a connector, trainer and coach. Small Business Owners that work with Maria Elena develop a profitable relationship building system, appeal to their brand advocates, and increase sales. Take the uncertainty out of how your personal and business brand delivers business when you work with Maria Elena!