

PARTICIPANT EXERCISE: LESSON 7

Jay Baer: *Loving the On-line and Off-line Complainers*

Interview Time: 20:47

1. What do you think of Jay's idea to "embrace complaints"?

2. How has your experience been of what Jay calls "on-stage" haters of "off-stage" haters?

3. How does your company typically respond to negative reviews or complaints from customers?

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4. Jay talks about creating an SLA, a “Service Level Agreement” that sets the standards for how your company responds to complaints. What ideas do you have for creating a “Service Level Agreement” for your company?

5. Which of Jay’s suggestions on responding to complaints and haters did you like best and why?
