

# SET THE TONE TO SELL.

## THE POWER OF 30 SECONDS™



*If a customer likes you and continues to like you,  
they will do business with you. If they don't, they won't.*  
— Paul Greenberg

**45%**  
of customers share  
negative reviews  
on social media.

**63%**  
of consumers read  
negative reviews  
on social media.

**65%**  
are likely to speak  
negatively about their  
customer service  
experience.\*\*



After a positive  
customer experience,  
**69%**  
of Americans would  
recommend that  
company to others.\*

[IndependentAgent.com/30Seconds](http://IndependentAgent.com/30Seconds)

\*[www.newvoicemedia.com](http://www.newvoicemedia.com)  
\*\*[www.insightsquared.com](http://www.insightsquared.com)