



**MARCGORDON**

THE CUSTOMER EXPERIENCE EXPERT

“Phenomenal!”

Hilton

**SPEAKER KIT**

2019.9

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**CAPS**   
A proud member of the Canadian  
Association of Professional Speakers



**For booking information**

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Visit [marcgordon.ca](http://marcgordon.ca) to learn more.



# DELIVERING WHAT AUDIENCES WANT AND ORGANIZATIONS NEED

## Ready to start delivering experiences that capture the hearts and minds of your customers? Then let Marc show you how.

Ever wondered why some of your customers keep coming back while others disappear? The reason is simple: technology and generations are colliding, constantly reshaping expectations and influencing how customers and businesses relate to each other.

Marc has helped over 200 organizations across three continents successfully navigate this new landscape. As a result of seeing his presentations, many companies have made a paradigm shift in how they deliver customer experiences.

Internationally recognized as an expert on customer experience, Marc has been called a “marketing superstar” by the Oprah Winfrey Network and is regularly featured on television, radio, and print for his opinions on how marketing, customer service, and social media impact experiences.

## How Marc can add value to your event



**Pre-event branded video.** A great way to market your event and build excitement.



**Multiple sessions.** Have Marc participate in multiple sessions such as fireside chats, breakouts, or panel groups.



**One-to-One sessions.** Marc’s most popular offering gives attendees personal consulting time. This is Marc’s most requested service.



**Sponsored events.** Add value for your sponsors while reducing costs. Sponsors get exclusive access to Marc for custom events.



**Interaction.** Let Marc turn the spotlight onto your event. From networking events to greeting attendees at an exhibitor’s booth, he’ll make it fun.

## Six reasons to have Marc speak at your next event



**Entertaining.** Marc doesn’t do presentations. He delivers performances, combining humour and stories with an energetic stage presence.



**Relevant.** Every presentation is customized to your company and industry. Prior to the event, Marc interviews select personnel to ensure key points are covered and corporate objectives are reached.



**Applicable.** Marc shares strategies and concepts that management and staff can begin applying right away.



**Accommodating.** Marc will do whatever he can to help create an exceptional experience for your attendees. Need him to participate in a panel discussion? Moderate a session? Just ask.



**Professional.** As an accomplished speaker, Marc knows where to be and what to do. Sound checks, meeting with planners, staying on schedule... shouldn't every speaker do these things?



*One reason Marc has established himself as a top rated speaker is because of his accessibility and desire to create memorable experiences for every attendee.*

# SELLING HAPPINESS

How to create customer experiences that inspire loyalty and drive referrals.

Deliver more than expected. Go above and beyond. Exceed expectations. These are theories that companies have been led to believe in order to win customers. The problem is no one knows what they mean. How much is "more" and how far is "beyond"? How can you exceed something when you don't know where the finish line is?

We know from studies of human behaviour that if you give more than is expected then more becomes expected. For companies, this leads to increased transaction costs, service burnout, and eventually customer disappointment. And disappointed customers don't stick around.

The solution? Establish an understanding between you and your customers as to what they can expect. Then deliver as promised, providing an experience built on ease and convenience. That's what creates a relationship of trust that keeps customers coming back.

In this award winning presentation, Marc dispels some of the biggest customer loyalty myths while showing you what really makes customers happy. He demonstrates the fundamental steps for delivering relevant and memorable experiences that inspire customer loyalty.

Delivered with Marc's high energy style and humour, this presentation is customized for your industry while drawing upon everyday experiences such as buying a morning coffee, taking Uber, and going on a family vacation.

This presentation is essential for any industry that has paying customers, competition, and is dependent on repeat business.



*Learn how the perfect customer experience can be delivered through something as uneventful as buying a cup of coffee.*



*Selling Happiness is Marc's most requested presentation. Organizations from numerous industries have implemented changes to their marketing and customer service programs as a result of seeing it.*

## Key takeaways

- ✓ Find out why customers generally don't care if you WOW them.
- ✓ Discover the three influencers that impact people's ideas and opinions about products and companies.
- ✓ The number one reason customers don't come back – and how to avoid it
- ✓ Learn how to manage expectations so your customers are always happy with what you provide.

*Marc brought massive value to our event. He was humble, thought provoking, and full of positive energy. Everyone loved him.*

Dr. Sepehr Tarverdian, CEO  
World Management Forum, Iran

*Awesome energy! Marc was the perfect speaker to close out our annual conference. His stories, humour and energy held the attention of every person. I would recommend Marc to any group.*

Rick Martins, President  
Ontario Home Builders Assoc.

*Marc's presentation was a welcome addition to our event. He was well informed and his examples were clear and relevant. His presentation style was refreshing and very entertaining. We received great responses from our team members.*

Marcy Graham, CEO  
Mondelez Canada

**Some of the organizations who have experienced happiness from this presentation.**



# THE RIGHT KIND OF NICE

## How to use customer service to solve problems and build relationships.

It has been said that the true test of a relationship is when things go wrong. The same holds true for companies. The time and effort they invest in building relationships with their customers means nothing if they are not attentive when problems arise.

And while this concept might seem obvious, the fact is that customer satisfaction across most industries has dropped to all-time lows. From inadequate resources to lack of interest, companies are failing at helping customers who are having negative experiences.

Studies have shown that customers who receive prompt and attentive care are 60 percent more likely to purchase from that company again, even if the outcome was not what they had originally hoped for. The truth is that customers want to feel valued and appreciated throughout the entire transactional journey. But in problem situations, want to see actions that reflect that.



*Find out how customers who didn't get the outcome they hoped for can still leave happy.*

In this presentation, Marc will demonstrate the impact customer service has on loyalty and its influence in creating experiences. He will introduce new ideas and innovative processes that provide greater customer satisfaction in less time.

Marc uses real world, industry relevant examples and stories to illustrate how customer service can be used as a tool to strengthen customer relationships. He will reveal the two types of tasks that every service representative performs, and how each one impacts the outcome.

He will also share key strategies to help a representative remain professional and effectively defuse any emotional situation, while guiding the customer towards a mutually beneficial outcome.

Delivered with Marc's high energy style, this presentation is designed for both management, customer service staff, and anyone that has to deal with unhappy customers.

### Key takeaways

- ✓ Why customer service must not be confused with customer experience
- ✓ How to avoid the three reasons most companies fail at customer service
- ✓ Find out the untold, real purpose of customer service
- ✓ The three goals of any successful customer service program must accomplish
- ✓ Learn what your customers really want from you when they have a problem
- ✓ Strategies to keep your staff sane and customers happy

*Marc captured the attention and affection of our group as soon as he started. His presentation had lots of audience interaction. Based on an overwhelming "excellent" rating from all in attendance, it is clear to us that Marc's participation was a key factor in the success of our event.*

Janet Shang, Senior Product Manager  
Bausch + Lomb

*Marc's ability to energize an audience was felt as soon as he hit the stage. His energy, story telling, interaction and clarity helped drive home the key concepts and ideas we had asked him to share with our CEO's. The response was overwhelmingly positive.*

Richard Carleton, CEO  
The Canadian Securities Exchange

**Some of the organizations that have found new ways of keeping customers coming back.**

