



MARCGORDON

THE CUSTOMER EXPERIENCE EXPERT

“Phenomenal”

 Hilton

“Amazing”

 Microsoft

“Fantastic”

 JOHN DEERE

SPEAKER KIT

2020.02

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For booking information

Call 416.238.7811

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Visit 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.

Customer experience is the new brand. Companies that deliver experiences that make customers feel valued and appreciated will have a distinct competitive edge. According to Gartner, 80% of companies believe they deliver “super experiences,” but only 8% of customers agree.

Marc has helped over 200 organizations across three continents change this imbalance. After working with Marc, many companies have made a paradigm shift in how they deliver customer experiences. This has often resulted to double digit customer rating improvements, lower attrition, along with a measurable increase in sales.

Internationally recognized as a customer experience expert, 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 customer experience impacts a company’s success. His presentations have been called transformative, engaging, and “essential to success.”

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.

Five 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, being accessible... 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.

According to a study by KPMG, over 80% of consumers consider themselves more brand loyal than they did a year ago. So then why do so many companies claim that loyalty is dead? The truth is that people keep buying from businesses they know and trust. If they buy elsewhere, it's likely because that trust has been lost.

But there is a way to inspire customers to return and encourage them to become brand champions. All it takes is an understanding of what their expectations are. Then meet those expectations through interactions that are delivered with ease and convenience.

This award winning presentation is for any company that appreciates and values their customers.

During this 60 minute presentation, Marc will share the secrets of what inspires loyalty, how personal experiences influence satisfaction, and why trying to exceed expectations may be a poor use of resources. There will be stories, real world examples, and plenty of humour.

Afterwards, attendees will know:

- three influencers that impact people's opinions about brands,
- the number one reason customers don't come back – and how to avoid it,
- the impact of stress on customer loyalty.

This presentation is designed for business owners and teams who manage customer experience strategies. For organizations wanting to make the greatest impact on the experiences they provide, Marc is available for consulting.



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 multiple industries have implemented changes to their customer service programs as a result of seeing it.

Key takeaways

- ✓ How to deliver experiences that are easy and stress free – for both customers and staff
- ✓ Discover the easiest way to win your customer's loyalty without having to WOW them
- ✓ Why your competitor's unhappy customers may not want to leave – and how to win them over
- ✓ Learn easy techniques to deliver experiences that inspire loyalty and drive referrals

Marc was totally on from the second they announced his name. I was so entertained that I didn't even realize I was learning. Every conference needs Marc Gordon on their stage.

Marc Forgette
Tourism London

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, VP of Sales
Mondelez International

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

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



NO APOLOGIES NEEDED

The best ways to deal with unhappy customers and create happy relationships.

It has been said that the true test of a relationship happens when things go wrong. For companies, it's when a customer is unhappy. And how they deal with it will impact not only whether that customer stays, but how they share their experiences with their community.

Studies by American Express and Microsoft show that 60 percent of consumers believe businesses are becoming less focused on customer service. Yet 96 percent of consumers say customer service is an important factor in their choice of loyalty to a brand. Are businesses not listening or just not caring?



Learn how to have upset customers leave happy, even if they didn't get what they hoped for. (Like a new phone)

Customers are no longer shrugging off bad service. They believe they have the right to expect problems to be dealt with properly. And for smart companies this is a great opportunity. Studies have shown that customers who receive prompt and attentive care are 70 percent more likely to purchase from that company again, even if the outcome was not what they had originally hoped for.

In this presentation, Marc focuses on the art and science of dealing with unhappy customers. And, how to handle their issues – rational or otherwise – by offering practical solutions that make them feel valued and appreciated. He will also share strategies to deflate any emotional situation while guiding the customer towards a mutually beneficial outcome.

Afterwards, attendees will know:

- the difference between customer service and customer experience,
- why some companies are focused on providing terrible customer service,
- the true purpose of customer service and how to strategize it,
- why letting staff become emotional is not always a bad thing

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

Key takeaways

- ✓ How to avoid the pitfalls that cause most companies to fail at customer service
- ✓ The three goals that any successful customer service program must accomplish
- ✓ Discover what your customers really want from you when they have a problem
- ✓ Strategies to keep your staff sane and customers happy

A powerful presentation that made us thoroughly re-examine a number of our customer service policies and procedures. I believe we will be a better company because of it.

Rafael Arroyo, Market Manager
Travelocity

Marc captured the attention and affection of our group as soon as he started. 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, and clarity helped drive home key concepts. The response was overwhelmingly positive.

Richard Carleton, CEO
The Canadian Securities Exchange

Some of the organizations that learned new ways of solving problems.



EVENT PARTNER PROGRAM

Reduce your costs while providing added value and more fulfilling experiences for your attendees and sponsors

The Event Partner Program is the most economical way to have Marc speak at your event while creating extra value for partners and attendees. The process is simple. Share up to 25% of Marc's speaking fees with a single event sponsor or industry partner. In return, Marc will provide additional services exclusively for that group.

In order to create extra value, Marc will reach out directly to see how he can create a unique experience for their team. Many groups have used this opportunity to reward staff, thank customers, or add some new energy to a session.

Some ways Marc can deliver new experiences for partners



One-to-One sessions. Marc's most popular offering gives attendees exclusive one-on-one consulting time. Sessions can be held at a Partner's booth for even greater impact. Lineups down the hall are not unusual.



Exclusive sessions. Offer customers or the sales team the chance to join Marc for an exclusive strategy session, fireside chat, or panel discussion.



Meals or events. Have Marc share stories and ideas at a Partner's meal or exclusive off-site event. A great opportunity for additional content in a casual, interactive environment.



Hosting. When not on stage, Marc is more than happy to turn the spotlight onto the Partner's company. This can include interviewing staff for a YouTube video, greeting attendees at the trade show booth, or being present at off site events.

The small print

Partner Program only applies to keynote or workshop events delivered by Marc Gordon. The hosting client is responsible for payment of speaking fees and related costs as outlined in the Speaker Agreement or such agreement through a speaker bureau. Partners may only cover up to 25% of Marc's speaking fees, excluding expenses, payable to the event organizer. Activities or services provided by Marc for the partner must fall within the time frame of the event. Activities that fall outside of the event may result in additional fees being charged to the partner. Any additional costs relating to the services provided by Marc for the partner will be the responsibility of the partner and are due no less than 10 business days prior to the event, payable to Marc Gordon. Marc will always try his best to work with the partner to provide a unique and memorable experience. However, some limitations may exist due to availability or logistics. Marc's keynotes, workshops, or any portion of, are not available through the Partner Program.



An interactive fireside chat is just one of the many value added services Marc can offer Partners to help them increase their exposure at a conference or trade show.

Marc's One-to-One session was a huge hit with our attendees. The feedback we received was amazing with some participants saying it was the most valuable part of the event.

Lisa Kember, Regional Development Director
Constant Contact

Marc joined us for our Logistics Team lunch event. Not only did he entertain us with some of the funniest business stories we've ever heard, he also inspired us to share some of our own stories of triumphs and challenges. By the end, we were a tighter team with a renewed sense of purpose. All thanks to Marc.

Dorina Vendramin, Materials Manager
Mondelez International

After Marc's presentation, he visited our booth and stayed for over two hours greeting people and answering questions. He made us look great in the eyes of our customers. We couldn't have asked for more. Sponsoring his presentation was a wise investment.

Jody Gold
3M ESPE Dental Products