



**MARCGORDON**

THE CUSTOMER EXPERIENCE EXPERT

“Phenomenal”

**Hilton**

“Perfect”

 Microsoft

“Amazing”

**CHANEL**

**PRESENTATION KIT**

**2024.01**

# SELLING HAPPINESS

*Marc's most requested presentation.*

How to create customer experiences that inspire loyalty and increase sales.

## ABOUT THIS PRESENTATION

Customers expect more: better service, lower prices, premium quality, and free support – all delivered the same day.

This is the new landscape businesses need to navigate. And for many that can mean lower profits, higher costs, and stressed-out staff.

To succeed, businesses must deliver **consistent experiences that align with customer expectations**, while being manageable and cost effective. Done right, this builds trust and loyalty while using fewer resources. The challenge for many organizations is understanding what form it takes and how make every employee a part of it.

This inspiring presentation will change the way attendees interact professionally and personally with others. Real world stories and innovative strategies will empower and enable everyone to **deliver experiences that build stronger, healthier customer relationships**.



*While delivering a "Disney" level of experience is a noble goal, it's unattainable for most businesses. Instead, Marc shows you how to create rewarding experiences with minimal effort and expense.*

## WHO SHOULD ATTEND

- Management focused on customer acquisition and retention
- Customer service managers
- Business owners who want to attract new customers and keep current ones

*Some of the organizations that are delivering happier experiences after seeing this presentation.*

CS2E

GBTA  
GLOBAL BUSINESS TRAVEL ASSOCIATION

BCD travel

TD

CHANEL

ANSPEP

BAUSCH  
+ LOMB

Hilton

Mondelēz  
international

TLOMA

## KEY TAKEAWAYS

- ✓ The three secrets to delivering experiences that **keep customer coming back** – in any industry.
- ✓ Why providing great customer service should be a last resort – and what you really need to focus on.
- ✓ Know what your customers are thinking and how to respond in a way that **wins trust**.
- ✓ Why exceeding customer expectations could be hurting your business.
- ✓ **What every customer wants**, even if they don't know it.

*Marc was amazing. His material was relevant to our industry and his delivery style was warm, engaging, and entertaining. I know all our front-line representatives will perform at a higher level thanks to Marc's presentation.*

Preet Bains, Key Accounts Manager  
Chanel

*Marc brought it! His presentation was fantastic. The stories and examples were bang on. I know our teams were more than engaged. They were inspired to take action in ways that will benefit both the company and our customers.*

Wade Younger, Chief Operating Officer  
BSI Solutions, Inc

*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

*Marc's presentation was a welcome addition to our event. His presentation style was refreshing and very entertaining. We received great responses from our team members.*

Marcy Graham, VP of Sales  
Mondelez International

# THE ARTIFICIAL EXPERIENCE

## How to avoid costly mistakes when using AI for customer service

### ABOUT THIS PRESENTATION

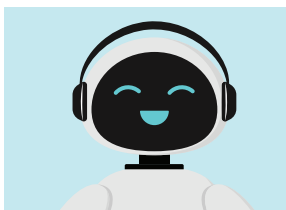
Is AI ready to deliver better customer experiences?  
The question should be: **Are your customers ready for experiences delivered by AI?**

Companies from all industries are looking to AI to streamline their interactions with customers. From order processing and technical support to product information and customer service, there is a belief that AI can replace humans. And save money at the same time.

But we know that what AI brings in speed and efficiency, it lacks in understanding and empathy. And this often results in customers becoming frustrated, compelling them to seek out your competitors.

And staff who see their jobs at risk from AI tend to be less productive and more stressed. Often resulting in poor customer service and a higher cost per call.

In this presentation, Marc provides ideas and strategies to help any organization understand how AI can **deliver more positive customer experiences**, keep staff motivated, and improve efficiencies. Sharing real world examples along with his innovative approach to customer experience, Marc brings a practical approach delivered through entertaining stories and observations.



*Your customers are all looking for the same thing: a stress-free experience that helps them solve a problem. Can AI offer that better than humans?*

### WHO SHOULD ATTEND

- Customer Service Managers
- Technology and Customer Experience Executives
- Call Centre Managers

*Some of the organizations that know how to deliver better customer experiences with AI.*



### KEY TAKEAWAYS

- ✓ Discover how AI can **strengthen or ruin** customer experiences.
- ✓ See real world examples of how AI has impacted customer service.
- ✓ Learn the strategies that will **make AI a success** for your organization.
- ✓ Discover how AI can **help your staff** deliver better service and become more efficient.

*Before any company starts their journey towards integrating AI, they need to see Marc's presentation. It's an essential starting point.*

Dave Waxman, New Business Development  
Allsteam

*What Marc shares is important for every company. You can't just jump into AI. This presentation gives you a plan for successful implementation.*

Krishna Chowdhury, Regional Sales Manager  
Bell

*Understanding AI means understanding how it can work with existing infrastructure to create a positive outcome. Marc does an amazing job of illustrating this.*

Zac Rivera, Director - Global Products and Engineering  
Calltower

*An insightful and entertaining presentation that gives us a lot to think about. Marc's understanding of customer experience takes the subject of AI to another level.*

Lesley Moulas, Sr. Director Technology  
Rogers Communications



# NO APOLOGIES NEEDED

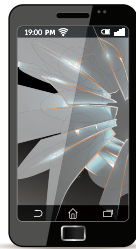
How to turn upset customers into loyal fans.

## ABOUT THIS PRESENTATION

No matter how much you try, sometimes things won't go right. And this can result in an unhappy customer.

Organizations show their true colours when they deal with unhappy customers. Company culture, employee training, and policies all contribute to the outcome of such situations.

In this presentation, Marc explores and debunks the myths of customer service. How far should you go to keep a customer happy? What would be considered an ideal outcome? Should every customer be treated the same?



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

**You'll learn the art and science of dealing with unhappy customers** from any industry. And how to handle their issues – rational or otherwise – by offering practical, manageable solutions that lead to a mutually beneficial outcome. Marc will also share strategies to deflate emotional situations and keep everyone focused on the solution rather than the problem.

Delivered with Marc's brand of humour and storytelling, this presentation is designed for management, customer service staff and anyone that deals with customers.

## WHO SHOULD ATTEND

- Customer Service and Call Centre Managers
- Front line customer service staff
- Business owners who deal directly with customers

*Some of the organizations that know how to turn unhappy customers into loyal ones.*



## KEY TAKEAWAYS

- ✓ Discover **who the most important person is** in the conversation, and how you can leverage that for a better outcome.
- ✓ How to **avoid common pitfalls** that result in employees getting stressed and customers leaving angry.
- ✓ Why apologizing to the customer may be the **worst thing you can do**, and what they really want to hear from you.
- ✓ Learn how to keep your emotions in check, even when the customer can't.
- ✓ Discover the three goals any successful customer service program must accomplish.
- ✓ Why being contacted by an unhappy customer can bring your company **greater success**.
- ✓ Learn ways to identify and prevent issues that become recurring headaches for customers.

*A powerful presentation that inspired us to 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

# ENGAGING DELIVERY. RELEVANT CONTENT.

Marc is an internationally recognized Customer Experience professional. Appearing on television, radio and print, he is regularly interviewed for his opinions and expertise on topics ranging from customer service to social media. He has been called a “marketing superstar” by the Oprah Winfrey Network.

As a speaker, Marc’s goal is to empower your audience to create and deliver experiences that inspire customer loyalty and increase sales, while at the same time reducing employee stress and boosting moral.

Applying the science of human behaviour with proven business concepts, Marc shows organizations how to combine service, support, and communication to create cost effective, manageable, and fulfilling customer experiences.

Over one thousand organizations from over 40 industries have experienced measurable gains in customer loyalty, sales, and employee productivity by applying Marc’s ideas.

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

**Entertaining.** More than just a presentation, Marc delivers a performance. He combines humour and stories to engage and educate your attendees.

**Relevant.** Every presentation is customized to your needs. Prior to the event, Marc interviews key personnel to ensure the most relevant content is covered.

**Approachable.** Audiences love sharing their own customer service stories with Marc. That’s why he makes the effort to meet as many attendees as possible.

**Accommodating.** Marc will do whatever he can to help create an exceptional experience for your attendees. Panel discussion? Q&A session? Just ask

**Professional.** As an accomplished speaker, Marc knows where to be and what to do. Sound checks, meeting with planners, and staying on schedule all come standard.



*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.*

## How Marc brings value to your event



**Pre-event branded video and outreach.** A great way to market your event and build excitement. Marc will create custom content letting attendees know what they can look forward to.



**Additional content.** Every attendee gets exclusive access to online content that helps them apply Marc’s ideas and processes to their own organization.



**Multiple sessions.** When possible, Marc will make himself available to participate in fireside chats, breakouts, or panel groups.



**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 and memorable.