



MARCGORDON

THE CUSTOMER EXPERIENCE EXPERT

“Phenomenal”

Hilton

“Perfect”

Microsoft

“Amazing”

CHANEL

“Essential”

Budget

PRESENTATION KIT

2025.09

# SELLING HAPPINESS

*Marc's most requested presentation.*

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

## ABOUT THIS PRESENTATION

Services can be copied. Products can be replicated. The only thing that truly defines a company is the experience it delivers to every customer.

The most successful companies know that customer experience is the most impactful trait that leads to long term success. On average, companies that focus on customer experience see an 80 percent increase in revenue.

The question is where to start. Simply trying to wow customers can be expensive and use up valuable resources.

The fact is that consistently delivering fulfilling customer experiences doesn't have to be difficult or expensive. And when done right, the results are greater customer loyalty, higher sales, and lower costs.

In this entertaining presentation, Marc shows you what it takes to become a customer experience champion. Using real world stories and innovative strategies, he will reveal what your customers really want and how easy it is to provide it. Attendees will be able to immediately start delivering experiences that build stronger, healthier customer relationships.



*Discover how a lost camera inspired a customer experience that made a family's Disney vacation extra special. And changed the way an employee saw his job.*

## WHO SHOULD ATTEND

- Business owners and managers who want to attract new customers and keep current ones

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



## 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 was bang on with his messaging. His presentation was bang on. He said what we needed to hear. He was entertaining and informative and elevated our entire event. We could not have asked for more.*

Rick Baird, President and CEO  
Toshiba Canada

*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 SELLING HAPPINESS INTERACTIVE WORKSHOP

The most fun you'll have learning how to make your customers happy.

This workshop is the perfect addition to Marc's Selling Happiness presentation. Available in 1 or 2 hour sessions, this workshop brings the keynote's concepts and ideas to life.

Through fun and creative exercises, attendees discover how their organization's policies and procedures impact the customer experience. Through teamwork and cooperation, they identify opportunities for improvement and how best to make it happen.

First we start with the world's most exciting version of rock-paper-scissors. During this (very loud) interactive game, attendees discover how teamwork and peer support impacts performance. And how internal culture influences the type of service delivered to customers.

Then we jump to groups where attendees work together to help each other's companies, or as a team to help their own organization. Using real world situations that are specific to their company and industry, attendees find "sticky spots" in their customer interactions. Then come up with ideas to make things run smooth and stress free.

Teams compare their findings and find out if their co-workers share their perspective.

And finally, we let attendees take on the role of customer. With Marc acting as the vendor, attendees come up on stage and try their best to overcome "bad service" and "poorly trained staff" in an effort to get satisfaction. All while being cheered on by their colleagues.

This workshop is designed for groups that are seeking real change and want to leave with the tools to make it happen.

*Some of the organizations that have experienced the Selling Happiness Interactive Workshop.*



## **Not your average workshop.**

*Every attendee becomes part of the event. Through play, discovery, and fun, they learn what it takes to deliver exceptional customer experiences.*

*The best workshop we've ever had. Marc really delivered. It was both fun and educational. It allowed our people to learn from each other in order to deliver greater experiences for our tenants. I recommend this workshop to any group that's looking to up their customer service game.*

Jaimie Howell, Vice President  
Mainline Living

*A thoroughly entertaining workshop that opened my eyes to how everyone in our organization can play an important part in delivering great service. I will be returning to the office with lots of notes and ideas.*

David Stitt, VP Sales and Marketing  
I/O Vision

*Unlike any workshop I've ever done. Marc ran it every well. It was loud. It was practical. It was entertaining. I believe the lessons learned will be ones that carry over into our day-to-day customer interactions.*

Alex Gamboa  
Gambo & Holland LLP

# NO APOLOGIES NEEDED

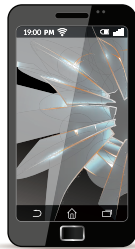
How to turn upset customers into loyal fans.

## 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.



*Marc’s story telling skills, combined with his energy and humour, has made him one of the most requested speakers in his field*

## 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.