



MARCGORDON

THE CUSTOMER EXPERIENCE EXPERT

“Phenomenal”

Hilton

“Perfect”

Microsoft

“Amazing”

CHANEL

“Essential”

Budget

PRESENTATION KIT

2026.01

SELLING HAPPINESS

Marc's most requested presentation.

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

ABOUT THIS PRESENTATION

The most successful organizations know that customer experience is the most impactful trait that leads to long term success. According to Forbes, companies that excel at customer experience generate 10-12% more revenue than the rest of their industry.

The best part is that delivering a fulfilling customer experience is easier than you might think. It doesn't have to be time consuming, expensive, or involve more resources. In most cases, creating exceptional experiences can actually save time and money.

And when done right, the results are greater customer loyalty, higher sales, and lower transaction 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 and more profitable 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 viewed his job.

WHO SHOULD ATTEND

- Management focused on customer acquisition and retention
- Sales and 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.



KEY TAKEAWAYS

- ✓ Discover how to make delivering great experiences easier and more efficient.
- ✓ Find out why exceeding customer expectations could be hurting your business.
- ✓ Four ways to delivering experiences that keep customer coming back – in any industry.
- ✓ Why some customers are easy to please while others are impossible – and the right ways to work with both.
- ✓ Three simple actions that inspire every customer to become loyal.

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. 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

The energy Marc brings is impactful and contagious. For over an hour he had our attendees laughing and learning. And some even crying. His presentation ended our day on a high note.

Susan C. Steffan, Executive Director
University at Buffalo

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 impact performance. And how internal culture influences the type of service delivered to customers.

Next, we jump into groups where attendees work together to help each other's companies, or as a team to help their own organization. Using real world situations based on their own experiences, attendees find "sticky spots" in their customer interactions. Then come up with ideas to make the customer experience go from average to awesome.

Teams then share their findings and get feedback from the other groups.

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.



Your new favorite workshop.

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

Keith Hatswell, General Manager/Partner
Niagara Label Company

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

Think an upset customer is one you're about to lose? Marc Gordon says this could be your chance to create a customer for life.

Contrary to common belief, most upset customers don't want to buy elsewhere. If they wanted to, they would already be gone. In most cases, their emotions are the result of not feeling valued or appreciated. And this creates an exceptional opportunity for you to demonstrate that you're a customer driven organization.

The challenge for many organizations is knowing how to make that happen. Which can lead to inconsistent communication, unfair policies, and confused staff. And of course, an unsatisfied customer.

In this presentation, Marc brings his brand of humor and storytelling to show how to reestablish a healthy customer relationship without having to overcompensate.

Attendees will 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 an ideal outcome. For everyone.

Marc will also share strategies to deflate emotional situations and keep everyone focused on the solution rather than the problem.

Some of the organizations that know how to never let a customer leave unhappy.



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

KEY TAKEAWAYS

- ✓ Discover the three goals of any successful customer service program.
- ✓ Learn how to take control of conversations without being aggressive.
- ✓ Why apologizing less can make for a better situation.
- ✓ Master the use of emotional and functional tasks to quickly solve any issue.
- ✓ Why unhappy customer can bring your company greater success.
- ✓ Learn ways to identify and prevent issues that become recurring headaches for customers.

WHO SHOULD ATTEND

- Customer Service and Call Centre Managers
- Front line customer service staff
- Business owners who deal directly with 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 thought leader. Appearing on television, radio and print, he is regularly interviewed for his opinions and expertise on customer service. He has been called a “customer service superstar” by the Oprah Winfrey Network.

As a speaker, Marc’s humor and energy gets audiences laughing and learning. His unique combination of practical ideas, storytelling, and engagement has been called “the best way to start any conference.”

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

Since 2010, over one thousand organizations from over 40 industries have experienced measurable gains in customer loyalty, sales, and employee productivity by applying Marc’s strategies.

Five reasons to have Marc speak at your next event

Entertaining. More than just a presentation, Marc delivers a performance. He combines humor and stories that 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 humor, 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.