



MARCGORDON

THE CUSTOMER EXPERIENCE EXPERT

“Phenomenal”



“Amazing”



“Fantastic”



SPEAKER KIT

2021.10

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 communication and human behaviour, Marc shows organizations how to combine service, support and communication to create cost effective, manageable and fulfilling customer experiences.

Marc has shared his strategies in person with over 200 organizations across three continents and virtually to thousands of managers and front-line staff.

Five reasons to have Marc speak at your next event

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

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

Accessible. Every attendee gets free access to Marc – for life! They are welcome to reach out to Marc for ideas and advice any time.

Accommodating. Marc will do whatever he can to help create an exceptional experience for your attendees.

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.

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.

CREATING AN EXPERIENCE ON STAGE AND ON SCREEN.

Marc believes the medium impacts the message. Meaning what is shared from the stage may not have the same impact through a computer screen. And vice versa. That's why he has created unique content and delivery styles to best meet your presentation needs.

Live in person

Marc has entertained and empowered audiences ranging from students to CEOs. Bringing his high energy style, stories, and humour, Marc's live presentations are backed by visually engaging slides. His content and takeaways have inspired individuals from countless industries.

Virtual interactive workshop

A highly engaging event with videos, slides and lots of content, this virtual workshop takes a deep dive into customer experience strategies. Right from the start, this 60 minute event welcomes attendees to share their stories and inspire each other. Industry relevant examples are used to illustrate concepts that can be applied right away. Attendees will leave knowing how to create and deliver customer experiences that are both effective and manageable.

Interactive games, prizes, and Marc's energy and humor create an event that has been called "the best hour you could spend on Zoom."

Custom produced video

Every video is written and produced specifically for your organization and industry. Using a combination of video, graphics, text and music, ideas and strategies are shared in a way that is interesting and easy to understand.

This format also allows you share the presentation through multiple sessions at no additional cost.

Afterwards, Marc appears live for Q&A or to take part in an interactive discussion.



Marc strives to bring the same level of energy and engagement from his live presentations to his virtual ones.

Marc brought it! His online workshop was fantastic. The stories and examples were bang on. And the way he made everyone part of the event was like nothing I had seen before. Only Marc could pull off a game of rock, paper, scissors.

Wade Younger, Chief Operating Officer
BSI Solutions, Inc

Marc has spoken at a number of our virtual conferences. His content is always relevant, engaging and we always have great attendee feedback.

Marc Belaiche, President
TorontoJobs.ca

One of the best online sessions I have been a part of. Marc knew our industry and all of us had the opportunity to get our questions answered. It was a really enjoyable experience.

Terry Grossman
Investors Group

Some of the organizations that have benefited from Marc's online presentations.



SELLING HAPPINESS

How to create customer experiences online or in-person that inspire loyalty and increase sales.

Presentation options:



Live in person



Virtual interactive workshop



Custom produced video

ABOUT THIS PRESENTATION

Customer expectations are changing faster than ever before. Marketing, social media, technology and cultural trends are shaping people's beliefs and values, which can often lead to a sense of entitlement. This situation can make it difficult for any business to consistently deliver quality service. And for those that try, the result is often higher transaction costs, stressed out staff, and disappointed customers.

However, there is a way to deliver experiences that are easy to manage and cost effective, while successfully building customer trust and loyalty.

During this presentation, Marc will share the secrets of what it takes to keep customers coming back. Best of all, how to do it without the time and effort of "wowing" your customers.

Combining the science of human behaviour and best business practices, Marc shares personal stories, and real-world examples to provide you with the skills and techniques to create manageable processes that deliver fulfilling customer experiences.

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

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



Learn how to adapt the customer experience strategies used by Disney to your own organization, regardless of size or industry.

KEY TAKEAWAYS

- ✓ Learn the three most powerful influencers that impact expectations, and how to use them to more effectively engage with customers
- ✓ Find out the single easiest way to deliver experiences that keep customer coming back
- ✓ Discover why your competitor's unhappy customers may be reluctant to leave, and how you can effectively welcome them
- ✓ Understand the factors that drive loyalty – hint: they don't involve exceeding expectations
- ✓ Learn simple methods to keeping customers while at the same time attracting new ones
- ✓ Discover how being honest with your customers can sometimes be the worst thing – for both you and them
- ✓ Learn how virtually every employee in your company is strengthening or weakening your customer relationships, and what you can do about it

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, Business Development Manager
Tourism London

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

SELLING LIKE A SHERPA

Using value and insight to guide customers (and yourself) to success.

ABOUT THIS PRESENTATION

The sales landscape has changed. Technology has empowered customers to know more about products than the people who sell them. New distribution channels allow customers to side-step the sales process by purchasing direct. And a world-wide pandemic has reduced the opportunities for making in-person connections.

But what has not changed is that people and the companies they work for need help. They have questions that need answering, problems that need fixing, and most importantly, the need to be heard and understood.

Selling Like a Sherpa shows salespeople from any industry how to increase sales by going from selling to servicing. By embracing the professional qualities of Sherpas, the Nepalese people world renowned for their skills in guiding climbers to the top of Mount Everest, anyone can become a superstar salesperson.

Embracing the Sherpa mindset is about understanding what customers want rather than telling them what they need. Then being there for them in a capacity that creates a relationship where the salesperson is seen as an indispensable resource. When done properly and authentically, salespeople will not only sell more with less effort, but learn more about their customers and have greater awareness of the marketplace.



Sherpas apply a number of skills to ensure the wellbeing of their customers. Many of these skills can do the same for your own customers, leading to greater sales.

Some of the organizations that have learned how to sell like a Sherpa.

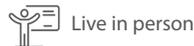


KEY TAKEAWAYS

- ✓ What Sherpas can teach us that can elevate any salesperson, regardless of experience or industry
- ✓ Why turning down a sale can create a customer for life – and more sales
- ✓ Learn ways to leverage Customer Experience into a powerful sales tool that can also benefit your entire company
- ✓ How to provide value in a way that builds customer trust and loyalty
- ✓ The easiest one-step method to increasing sales while delivering greater value

This presentation is designed for professionals whose success depends on their ability to get others to embrace benefits of their ideas, products and services.

Presentation options:



Live in person



Virtual interactive workshop

This presentation has had a huge impact on how our teams communicate and service the needs of our clients. They have taken a more proactive role in sales yet do not actively sell. The result has been an 6-8 percent increase in sales in addition higher FCR scores.

Joseph Cheng, President
Prilink

A wonderfully entertaining and informative presentation. This is how every company should manage their salespeople. It's better for the customer and better for the company. We look forward to putting many of the ideas Marc shared into practice.

Rahmi Benali, Operations Director
Telkom

NO APOLOGIES NEEDED

How to turn negative situations into positive outcomes.

Presentation options:

-  Live in person
-  Virtual interactive session
-  Custom produced video

ABOUT THIS PRESENTATION

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

Dealing with unhappy customers is when an organization shows their true character. This comes from a combination of company culture, employee empowerment, and pre-defined policies.

Some companies will do whatever it takes to make the situation right for the customer, regardless of cost or resources. Other companies will become passive, choosing to hide behind policies or pass the customer off to various departments. And then there are those companies that just don't care. So which approach is the right one?



Learn how to have upset customers leave happy, even if they didn't get what they hoped for.

(Like a new phone)

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?

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 high energy style, this presentation is designed for management, customer service staff and anyone that deals 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
- ✓ Learn how to avoid common pitfalls that result in employees getting stressed and customers leaving angry
- ✓ Find out 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
- ✓ Find out why being contacted by an unhappy customer can be the best thing for your company, and how to leverage that for greater success
- ✓ Learn ways to identify and prevent recurring customer service issues

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