

SPEAKER KIT



LAURIE | GUEST, CSP

Imagine delivering remarkable customer experiences ...
every single Time.

An Overview of Keynote Programs & Workshop Services
Designed to Immediately Improve Your Customer Service Delivery



Your Customer Service

Solution



Driving business success means exceptional customer service can't be left to chance.

Laurie Guest, CSP, teaches business leaders and teams how to attract and keep new customers. Featuring practical solutions for immediate impact, Laurie's programs are tailored to serve your industry, audience, and objectives. **Her signature blend of humor and content comes with a deep expertise.** A keynote program from Laurie—delivered virtually to a remote workforce or onstage at your next event—is certain to be a valuable, memorable experience for everyone.

"I searched for a speaker to provide us with a meaningful and entertaining program. **Laurie delivered on all of it.**"

Paula Schultz,
HR Manager, Nestle

WHAT'S INSIDE

- Most Popular Programs
- Meet Laurie
- What to Expect
- Let's Get Started

PAST CLIENTS



The 10¢ Decision is Laurie's **keynote presentation** that features **real-world stories, spot-on examples, and actionable insights** into immediately improving your customer service delivery.

The 10¢ Decision®

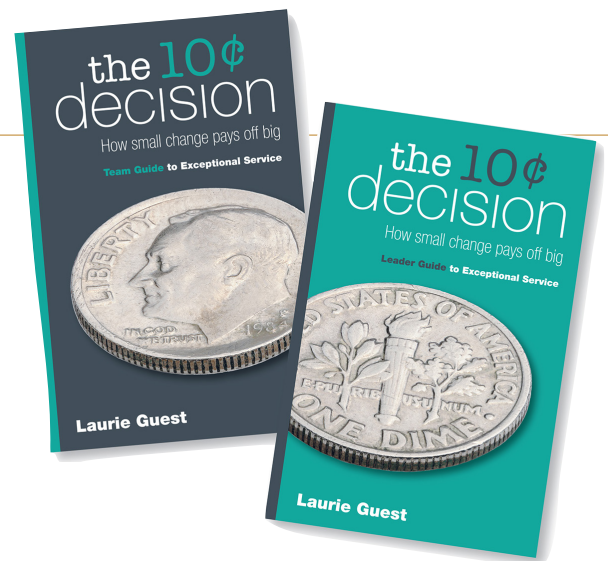
How small change pays off big

Service is at the center of every business, whether you're making widgets, providing healthcare, or serving gourmet cuisine. From company culture to guest interactions, the choices we make day in and day out add up to create exceptional experiences for everyone involved. Sure, some decisions are big ones. But more often, it's the "10¢ decisions"—the ones that barely cost a dime (literally or figuratively) but have a massive impact—that can transform customer service from so-so to stellar.

With decades of firsthand experience to draw from, Laurie shares her insights into making smart, effective choices to improve guest encounters, staff satisfaction, and your business as a whole.

ATTENDEES WILL DISCOVER:

- How to turn things around "on a dime"
- Ways to self-assess customer service levels
- High-impact opportunities to shine that the competition is most likely missing
- Ideas for improving the service level of every team member



"Thank you! **Your energy was great and the message hit home** for many. Employees were happy we cared enough to bring in an outside speaker, and, specifically, were very impressed with you. **Just the right touch of message and humor.**"



Jeff Couchman,
Senior Vice President,
Western National Insurance

plus Every attendee walks away with Laurie's "Simple Six Pack," a suite of exclusive resources designed to improve business interactions overnight.

PAIR THE PROGRAM WITH THE BOOK. Learn more at laurieguest.com/book

Courageous Conversations

Saying what needs to be said

Whether you need the perfect words to handle difficult clients, language to deal with challenging staff, or simply the guts to say what the boss needs to hear, this session can help.

Known as a courageous communicator, Laurie has spent more than 25 years teaching others **how to use the right words and phrases to help achieve a desired result**. During this highly interactive program, attendees will take common scenarios and learn how to phrase the communication in ways that increase their influence with others.

ATTENDEES WILL DISCOVER:

- How to swap words to create connection
- Ways to achieve desired results from others
- Practical approaches to deal with difficult people
- Secrets to making miserable moments tolerable

“Five minutes on the phone. That’s all it took for me to know that Laurie Guest was the perfect person to deliver our event keynote on customer service. Five more minutes and I knew that she was also ideal for a breakout session on Courageous Conversations. Yes, I make decisions quickly, but when you’re sure—and I was—why wait? **Laurie received the highest ratings we’ve ever had** for an event keynote.”

Jennifer Campbell, Managing Director, B2B Product Virtuoso®



This **workshop-style presentation** reduces team stress and tension while **increasing confidence and cooperation** in a “laugh while learning” atmosphere.



Life in the Espresso Lane

How to be smooth, bold, and balanced in a fast-paced world

Laurie's classic keynote presentation, Life in the Espresso Lane is an **entertaining, energetic program** designed to boost morale and impart helpful wisdom applicable at work and in life.



What if you could give yourself an instant pick-me-up by a simple change of thinking—even in stressful times? If you find yourself zapped after encounters with customers or co-workers, this course offers simple yet powerful ways to instantly become engaged, motivated, and energized. You will learn practical mental “lattes”—ideas you can serve yourself any time you need to get your perk on!

This fast-paced, fun, and interactive program will give you the tools to blend your own energizer. You will leave with new pep and excitement for the day. After you savor her “cup of sanity” once, Laurie’s humor and wisdom will make you want to drink in her ideas daily.

“I’ve asked Laurie to speak at our conference 14 years in a row. She is always open to creating new lectures for us and many of our attendees say they sign up for her classes automatically. **She is so easy to work with** and we enjoy having her back every time.”



Linda Fette,
Past Executive Director (retired),
East West Eye Conferences, Ohio

ATTENDEES WILL DISCOVER:

- One action to become indispensable at work
- Behaviors to positively stand out from the pack
- The best way to build rapport with others
- Ideas to achieve personal balance in life



Are We Having Fun Yet?

Communication and teamwork
are more than a game of chance

In this **fully customizable, game-based workshop** (perfect for groups of 100 or fewer), Laurie will **get everyone up and moving** for skill-building activities that are sure to reenergize the whole team. (A non-game version is also available.)



Is your team overdue for a fun, laugh-while-learning experience? **Wouldn't it be nice if you could also get them reacquainted, reenergized, and recommitted to your organization's goals?**

Heck, while we're at it, why not throw in improved personal interactions and a morale boost? During this customized, game-style program, audience members work together to build better communication and teamwork skills. The session is both enjoyable and highly interactive.

ATTENDEE TAKEAWAYS:

- Improve communication between all types of team members
- Build better internal and external rapport
- Create a fun environment and lasting workplace relationships
- Build a team that withstands myriad daily stressors

"The reviews are in, and **Laurie Guest** was **clearly the favorite speaker of our entire national meeting!** She customized her message like no other—and she was funny!"



Debra Engelhardt-Nash,
Past President,
American Association of
Dental Consultants

Meet *Laurie*



As a keynote speaker, entrepreneur, and author, Laurie Guest, CSP, is the authority on customer service excellence.

For nearly three decades, Laurie has shared her practical point of view on customer service and staff development with audiences and companies across the country, **blending real-life examples and proven action steps** for improvement.

Laurie's knack for getting to the **essentials of exceptional customer service** means everyone in attendance will not only understand her approach, but be able to immediately implement her strategies for improvement.

With presentations that are **fun and relatable**—never canned or “over-rehearsed”—Laurie's engaging and entertaining programs deliver both real-time interaction with audiences and a surprising dose of humor, too.

Laurie is a member of the National Speakers Association and a Certified Speaking Professional, a designation held by only 12% of speakers.

A top-rated keynote speaker for corporate events, association meetings, business retreats, and more, working with Laurie is always a pleasant experience.

HIRING LAURIE GUEST INCLUDES ...

HONESTY & INTEGRITY

From the first conversation to post-event recaps, interactions are always transparent, straightforward, and thoughtful.

IMPACT & VALUE

Every program is created to improve essential knowledge and skills, ensuring the strongest possible return on your investment.

RESPONSIVENESS & TIMELINESS

Be in touch and get a response within a day. And deadlines are always met, every time.

A NO DIVA ZONE

Forget the hoops to jump through and demands to meet. Working with Laurie is always a smooth, enjoyable process.

AS FEATURED IN

HR Daily Advisor



THE WALL STREET
JOURNAL.

The
Washington
Post



What does a program with Laurie Guest *include?*

The highest level of service and attention before, during, and after your event

BEFORE

LAURIE WILL:

- ➔ Conduct an exploratory call(s) with members of the planning team to set the objectives
- ➔ Deliver course descriptions, photo, bio, introduction, and master handout on or before the deadline
- ➔ Activate any special option chosen from the menu (i.e. secret shopping, customized content)
- ➔ Film a promotional video for use by your marketing team
- ➔ Join the social media conversation leading up to the event on the platforms of your choice
- ➔ Provide shout outs on her own social media channels to increase attendance when applicable
- ➔ Send PowerPoint in advance, if required
- ➔ Participate in press interviews, if relevant

DURING

LAURIE WILL:

- ➔ Arrive on time, no less than 1 hour before stage time
- ➔ Meet with A/V team as needed to prepare for smooth transitions
- ➔ Provide interactive content
- ➔ Present in a variety of modalities as agreed upon in the pre-event planning call
 - i.e., story, lecture, humor, small group exercises, unique approaches
- ➔ Start and end on time, will not go over allotted time slot!
- ➔ Be able to adjust on-the-fly to a longer or shorter program, if necessary
- ➔ Be willing to blend material with other presenters on the docket for smooth messaging
- ➔ Spotlight sponsors as a part of the content, if desired
- ➔ Answer Q&A, if desired

AFTER

LAURIE WILL:

- ➔ Be available to attendees who have questions—on site and after the event
- ➔ Send receipts (if needed) in a timely fashion
- ➔ Provide post-event resources when relevant
- ➔ Conduct book signings
- ➔ Attend VIP receptions when applicable

LAURIE | GUEST, CSP

CUSTOMER SERVICE EXPERT | KEYNOTE SPEAKER



Deliver exceptional customer experiences ...
every. single. Time.

I've always had a passion for connecting with people and a knack for making them laugh. In my work, I pride myself on becoming a member of your team for the duration of our time together. Every program can be built to suit your needs, from virtual events for a remote workforce to tailored keynotes and programs aligned with your business objectives. I can't wait to talk more about how my unique approach and targeted solutions are perfect for you. *-Laurie*



See Laurie in Action—visit LaurieGuest.com
for video excerpts from Laurie's programs