



Motivational Keynote Speaker and Customer Service Expert

CUSTOMER SERVICE KEYNOTES

Laurie Guest is a Certified Speaking Professional (CSP), a designation held by less than 12% of speakers worldwide. She is owner of Guest Enterprises, Inc. a speaking and training firm designed to help others create noteworthy guest experiences.

Prior to owning Guest Enterprises, Laurie had a successful career in healthcare where she became known as the “go-to-resource” on customer service in her industry.

Laurie speaks from a practical point of view on customer service and staff development. Her ability to blend real-life examples with proven action steps, is the reason over three-quarters of her clients ask for an encore appearance. Laurie is known for her quick-wit and slightly sarcastic sense of humor. She is a Midwest farmer’s daughter who figured out how to close sales without having to barter chickens.

She is an award winning customer service columnist for a health care journal and the author of two books, *Wrapped in Stillness: A Personal Retreat Guide* and *The 10¢ Decision: How Small Change Pays of Big*.

Laurie lives in Northern Illinois is a wife, mother of two and a below average cook.

The 10¢ Decision

How Small Change Pays Off Big

No matter what business you’re in, service is at the center of it. 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 don’t cost much (literally or figuratively) but have a massive impact – that set the stage for remarkable customer service.

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

Attendees will learn:

- 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

Everyone walks away with Laurie’s “Simple Six Pack,” a suite of exclusive resources designed to improve business interactions overnight.

Customer service program that includes many additional service options including auditing your organization’s service in advance and providing a confidential report with recommendations for service improvement and increased customer engagement.

Courageous Conversations

Do you ever wish you had just the right words to handle situations at work? 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 Guest has spent over 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 learn:

- 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

After you learn this skill, you’ll have less stress, fewer miserable moments, and more confidence. There will be less tension and more cooperation on teams who utilize the tools taught. Plus, it is a laugh while learning atmosphere!

Workshop style presentation on customer service and communication. There are many different options of delivery with this program and room for customized content.