MAKE ME FEEL IMPORTANT

EQUIP YOUR TEAM WITH THE TOOLS THEY NEED TO CREATE A CUSTOMER-CENTRIC CULTURE THAT DRIVES BOTTOM-LINE SUCCESS FOR YOUR ORGANIZATION.

- IMPROVED CUSTOMER SATISFACTION
- INCREASED CUSTOMER LOYALTY
- INTENTIONAL CUSTOMER INTERACTIONS
- ENHANCED CUSTOMER LIFETIME VALUE
- INCREASED REVENUE

KEYNOTE DESCRIPTION

As a customer, nothing feels more crucial than being heard, understood, and cared for. It's one of those things we all say we want as customers: to feel valued and important. But what does that really mean, and how do your customer-facing teams deliver this experience?

The key to making your customers feel this way is to make every interaction count. From the moment they first hear about your product or service to the point of purchase and beyond, your customer-facing employees need to differentiate your brand by constantly going the extra mile.

Every interaction along this path is an opportunity for them to delight, amaze, and impress your customer. Only when your team takes the time to understand that they play the most critical role in the customer's journey will they be able to create this one-of-a-kind customer journey.

WATCH ME IN ACTION

SPEAKER DEMO

KEYNOTE HIGHLIGHTS

TAKE THE FIRST STEP TOWARDS AN EXCEPTIONAL EXPERIENCE AND MAKE THE RIGHT CHOICE FOR YOUR NEXT EVENT.

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THIS KEYNOTE CAN BE ACCOMPANIED BY SYLVIE'S UPCOMING BOOK.

PREFERRED CUSTOMER PRICING WILL BE AVAILABLE.

MY PROMISE

PARTICIPANTS WILL WALK AWAY WITH A CLEAR UNDERSTANDING OF HOW THEY CAN HELP THEIR ORGANIZATION DIFFERENTIATE THEMSELVES FROM COMPETITORS, IMPROVE CUSTOMER LOYALTY, AND ENHANCE THEIR REPUTATION IN THE MARKETPLACE.

During this interactive and thought-provoking presentation, participants will better understand what customers want and expect at every touch point along the customer journey.

They'll learn practical strategies on how they can leverage their visual, behavioral, nonverbal and verbal, digital, and social intelligence to make every customer feel valued and understood, which will lead to tangible improvements in customer satisfaction, loyalty, and retention.

LEARNING OBJECTIVES

CUSTOMER SATISFACTION

Learn how positive emotional connections with customers can lead to increased satisfaction, repeat business, and positive word-of-mouth recommendations to improve their reputation in the marketplace.

CUSTOMER-CENTRIC CULTURE

Learn how creating a culture that prioritizes customer satisfaction and loyalty can lead to increased revenue, customer retention, and customer lifetime value.

CUSTOMER LOYALTY

Determine how to turn one-time customers into lifelong advocates through positive emotional connections and exceptional customer experiences.

BRAND DIFFERENTIATION

Recognize the importance of differentiation by going the extra mile and creating positive emotional connections with customers, which can increase market share, and drive long-term business success.

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THE POWER OF CHOICE

BENEFITS
FOR YOUR ORGANIZATION

CUSTOMER LOYALTY	Motivate participants to build positive emotional connections with customers that result in increased customer loyalty, retention, and lifetime value.
CUSTOMER SATISFACTION	Help participants deliver exceptional customer experiences that lead to improved customer satisfaction, which can help build a positive reputation.
MARKETPLACE DIFFERENTATION	Empower participants to create emotional connections with customers that differentiate the organization, resulting in increased market share.
CUSTOMER-CENTRIC CULTURE	Foster a culture of customer service excellence that results in improved employee morale, retention, and productivity.
BRAND REPUTATION	Encourage participants to deliver exceptional customer experiences that build a positive reputation in the marketplace, resulting in increased trust and credibility.

BENEFITS
FOR YOUR AUDIENCE

SELF-REFLECTION	Participants will have the opportunity to evaluate their own appearance, behavior, and communication with customers, leading to personal growth and development.
SELF-AWARENESS	Participants will understand their personal relevance throughout the customer journey, leading to a deeper understanding of their impact on the organization's success.
SELF-IMPROVEMENT	Participants will learn how to be perceived as someone dedicated to the business and its customers, opening opportunities for self-improvement.
SELF-ESTEEM	Participants will gain confidence by learning how to make meaningful interactions with customers, leading to improved interpersonal skills and greater confidence.
SELF-MANAGEMENT	Participants will learn how to manage their own emotions and responses in customer interactions, leading to improved emotional intelligence.

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THE POWER OF CHOICE

RECOMMENDED AUDIENCES

- CUSTOMER SERVICE AND SUPPORT TEAMS
- CUSTOMER-FACING EMPLOYEES
- SALES TEAMS
- MARKETING TEAMS
- SMALL BUSINESS OWNERS
- ASSOCIATIONS
- ANNUAL MEETINGS

LOVE NOTES

> What distinguishes Sylvie as a professional trainer is the care and attention she devotes to her diagnostic and customization process, which includes a detailed questionnaire to ensure the relevance of her material to the outcomes we desired. She truly delivered on what she promised

Eileen Gallagher
Professional Development Specialist
Geller & Company

> Sylvie is dynamic in presentation and really cuts to the core of what it takes to impress customers, management, and even influence our coworkers. Book her NOW! You will walk away so inspired and renewed.

Anne Rowan
Flight Attendant
PSA Airlines

> Creative, thoughtful, professional, and thorough are just a few of the positive traits that come to mind when I think of her and her quality of work. She took the time to learn our business and company so that she could tailor her message to the audience—and she nailed it.

Monika Mikiciuk
Manager Sales Training
Prudential

NOTHING IS MORE IMPORTANT TO ME THAN MAKING YOUR EXPERIENCE WORKING WITH ME EXTRAORDINARY.

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THAT'S WHY I WORK WITH THE BEST IN THE INDUSTRY

My team understands the ***Power of Choice*** and is committed to delivering the most outstanding experience possible, from booking to execution, so that you can focus on what matters most—your audience. For inquiries, please reach out to ***Rebecca Clark.***

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THE POWER OF CHOICE

**AUSTRIAN BY BIRTH.
FRENCH IN MY HEART.
ITALIAN IN MY KITCHEN.
GERMAN IN MY WORK ETHICS.
AMERICAN BY CHOICE.**

ON A PERSONAL NOTE

LET'S TALK ABOUT THE OBVIOUS.

I am honored that you are considering me as a resource and keynote speaker. Please know that I have been ***"one of you"*** for twenty years and understand the corporate and meeting world like few other speakers do. In my prior role, as the head of an international management academy, I was responsible for hundreds of events—from small corporate sessions to large conferences, from in-person meetings to hybrid and virtual programs—and I found myself spending days searching for the perfect speaker.

Today, I am grateful to know both worlds. I understand that your professional reputation is dependent on the keynote speaker you choose for your event, and I will do everything necessary to ensure you and your organization receive excellent feedback.

I also want you to know that I am not a "diva" to work with. In fact, I take tremendous pride in being low maintenance and easy to work with. There are only a few requirements I have to make your job and mine less stressful and more efficient.

I believe in the transformative power of emotional Intelligence—the Power of Choice. Let me help you turn "unconscious behavior" into "conscious intention" for better performance and results in your organization.

Now, the power is in your hands. The choice is yours. I hope you choose to reach out and discuss how we can create a memorable, fun, and impactful experience for your audience.

Sylvie di Giusto
KEYNOTE SPEAKER

MAXIMIZE YOUR ORGANIZATION'S HUMAN POTENTIAL BY TAPPING INTO SYLVIE'S 20 YEARS OF CORPORATE EXPERIENCE AS A LEARNING & DEVELOPMENT EXECUTIVE AND CONSULTANT TO FORTUNE 100 COMPANIES.

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