

All You Need is LOVE: Going Beyond Satisfaction and Creating Customer Loyalty with Legendary Experiences

Presented by: **Mike Paton, Senior Vice President, Signature Worldwide, Dublin, OH**

Today's best companies don't merely satisfy their customers ... they consistently create legendary experiences that turn customers into legions of loving fans. Heralded by *Business Week* as one of Best Ideas of 2005, this fundamental shift in strategy can transform your company. When customers love your company, they'll gladly pay higher rates, do business more frequently, and refer their friends and associates.

In this insightful discussion, Mike Paton will explain how some of the world's best companies are turning love into explosive growth and record financial performance. He'll provide you with the strategies and techniques you and your reservation executives need to create a culture where "WOW!" experiences are commonplace. If you're trying to raise customer satisfaction and improve the financial performance of your business, all you need is LOVE!

About the Speaker

Mike Paton is Senior Vice President at Signature Worldwide, a business solutions and training company dedicated to helping clients create legendary experiences for their customers. Mike is responsible for leading the Signature sales efforts in a variety of service-oriented industries.

A nationally recognized speaker, Mike has more than fifteen years of experience as a top seller and sales manager. He knows first-hand the value of creating legendary experiences for customers and prospects, and understands how challenging it can be to help your team consistently deliver exceptional service.

Mike delivers high-energy, power-packed presentations that get audiences excited about the potential of their own sales and service teams. Each presentation provides actionable information attendees can start putting into practice as soon as they leave the event.

Mike's balanced mix of valuable content, practical examples and audience interaction keeps audiences excited and ensures a relevant, memorable, and **legendary** experience.

This engaging and informative style has earned Mike the opportunity to speak at numerous national and regional events in the hospitality, education, financial services, and other service industries.

