

SEEK TO IMPRESSSM

Winning Strategies for Individuals and Organizations

Presented by Customer Experience expert Jon Picoult

EXPERTISE

Jon Picoult is the founder of Watermark Consulting, a firm that helps businesses impress their customers and inspire their employees, turning everyday people into loyal brand advocates.

He is a sought-after speaker whose thought-provoking presentations have earned rave reviews. Jon's insights have been featured in leading publications such as *The Wall Street Journal* and *The New York Times*. He has worked with some of the world's foremost brands, helping organizations capitalize on the power of loyalty – both in the marketplace and in the workplace.

Jon infuses his programs with a unique combination of passion, pragmatism and humor – leaving people not only energized, but also armed with specific, actionable ideas that they can immediately employ in their own organizations.

BACKGROUND

Jon's strategies for success are grounded in real world experience. Prior to founding Watermark, he held senior executive roles at Fortune 100 companies – leading service, technology, sales and marketing. Early in his career, Jon earned the distinction of becoming the youngest senior vice president in the over 150-year history of a leading, global financial services company.

Jon received his A.B. in Cognitive Science from Princeton University and his M.B.A. in General Management from Duke University.



RAVE REVIEWS FOR JON PICOULT

“Jon captivates his audiences. He is truly impressive – I highly recommend him!”

Ken Fenoglio, President
AT&T University

“Jon possesses a very rare and valuable combination of talents.”

Matthew Winter, President & CEO
Allstate Financial

“Jon speaks with such authority, such passion, and such authenticity... hire him!”

Richard Look, President
Insurance Marketing &
Communications Association

For more information, or to book Jon
for your event, visit www.jonpicoult.com
or e-mail info@watermarkconsult.net.



JON PICOULT

TESTIMONIALS

"Jon was fantastic! His presentation was extremely informative and highly entertaining. He gave us invaluable insight into what it takes to create a great customer experience – not only in terms of how we interact with our customers, but also how we interact with each other. He's one of the best outside speakers we have ever brought in."

Robert O'Leary
President and CEO
Philadelphia Insurance Companies

"Jon captivates his audiences. He engaged and inspired our managers, focusing them on business strategies in a way that wasn't theoretical or academic – but fun, entertaining, practical and actionable. He is truly impressive. I highly recommend him!"

Ken Fenoglio
President
AT&T University

"Hire him! As our keynote speaker, Jon spoke with such authority, such passion and such authenticity, that our membership, mainly senior insurance marketing executives, shared that his hour talk was worth their two day conference admission. Hire him! If you are looking to engage your audience with insightful, purposeful, and actionable concepts, you have that in Jon. Hire him!"

Richard Look
President
Insurance Marketing & Communications Association

"As our keynote speaker, Jon absolutely captivated our entire audience of senior leaders with his practical, pragmatic and humorous session. His experience was real and he gives excellent takeaways that are immediately actionable. If you want a speaker who 'gets it' and has instant credibility – do not hesitate to call Jon."

V. Vanessa Williams
Vice President
Sun Life Financial

"As keynote speaker at our annual client forum, Jon delivered a powerful performance, wowning our audience with his passion, insight and energy. Jon's business philosophy centers around impressing customers – and, boy, did he impress us. Every interaction we had with Jon exceeded our expectations and left us delighted."

Rich Yeni
Vice President, Business Development
Andesa Services

"Jon Picoult delivers the one-two punch you hope every speaker will land – original material combined with palpable passion. Jon closed our TEDx event and left the audience uplifted and ready for action. I highly recommend Jon to open, close or present anywhere within your agenda where you desire to stimulate your audience's minds and senses."

Carol A. Harnett
TEDx Conference Host & Event Co-Chair

[Click to view more testimonials.](#)

Seek To Impress™ – The Art and Science of Great Customer Experiences

How do you get your business to stand out from the crowd? Many sources of competitive differentiation can be fleeting – product innovations can be mimicked, technology advances can be copied, and cost leadership is difficult to achieve let alone sustain.

But as Jon Picoult describes in this presentation, a great customer experience can deliver tremendous strategic and economic value to a business, in a way that's difficult for competitors to replicate.

Filled with compelling statistics and fascinating case studies, this program will give your audience very specific, actionable ideas for enhancing their own organization's customer experience. Topics covered include:

- What the “customer experience” is and what's so special about great ones.
- How great experiences boost financial results and accelerate business growth.
- The current state of the customer experience in your industry.
- The link between a company's employee experience and its customer experience.
- Twelve essential principles for achieving customer experience excellence.

Don't Just Make It Easy... Make It Effortless!

Lots of companies fly the “easy to do business with” banner. Few ever actually fulfill that promise, as most consumers can attest.

In this fascinating talk, Jon Picoult will challenge your audience to raise the bar – so they seek to make it not just *easy* for customers to do business... but *effortless*.

Using eye-opening statistics and amusing real-world examples, Jon explains why an effortless customer experience is such a rare and powerful competitive differentiator. Topics covered include:

- What is bad “customer effort” and why does it sap brand loyalty?
- How can you detect drivers of bad customer effort, in sales and service interactions?
- What is the financial gain from an effortless customer experience?
- How can you create a more effortless experience – quickly and cost efficiently?
- What is the connection between “employee effort” and “customer effort”?

The Forgotten Customer: A New Perspective On Winning The War For Talent

Many businesses are routinely ignoring one of their most important customers. As a result, they're not only tarnishing their brand, but they're also losing the war for talent.

Based on Jon Picoult's popular *New York Times* feature, this presentation offers a compelling case for viewing employment candidates as customers. It illustrates how companies can turn administrative recruiting touchpoints into persuasive marketing opportunities that help draw talented people into an organization.

The program also highlights the often overlooked connection between job applicants and actual customers, demonstrating how recruiting interactions can influence your company's brand and shape consumer perceptions. Topics covered include:

- Why the "applicant experience" is broader and more influential than you think.
- Why talent acquisition is a business like any other – product, provider and customer.
- What job applicants think of companies' current recruiting experiences.
- What companies have to gain from a great applicant experience.
- How customer experience management principles can be applied to the recruiting arena.

Lessons From The Apocoflix: Navigating People Through Change

It was the day Netflix customers saw red – July 12, 2011. That's when the company announced a series of changes, including an increase in prices and a spin-off of its DVD rental business.

Customers revolted against the moves, and Netflix employees weren't too happy about it, either. Within three months, the firm lost nearly a million customers and saw its stock price plummet by over 75%.

In this fun and interactive presentation, Jon Picoult uses the Netflix debacle to illustrate key principles for successfully navigating customers and employees through significant change. Topics covered include:

- Why people typically reject change.
- Twelve essential strategies for helping people embrace change.
- How to inspire people to change, rather than force them through it.
- How personal leadership behaviors can remove obstacles to change.
- The importance of "choreographing" the change experience.

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SPEECH TOPICS

The Solution To Your Growth Challenge

What if the key to growing your business was right under your nose, but you didn't realize it?

It might sound outrageous, but it happens all the time. Many businesses, when trying to solve their growth equation, focus almost exclusively on acquiring new customers. But what they fail to recognize is how their existing customers – *people they're already working with* – can help propel the business to new heights.

In this program, Jon Picoult explains how you can harness the power of loyalty within your own business, fueling growth in even the most challenging environments. Topics covered include:

- Why advances in loyalty trigger a disproportionate rise in revenues and profits.
- Why loyalty leaders never focus on satisfying and retaining customers.
- The right way (and wrong way) to gauge customer loyalty.
- How to unlock growth opportunities by tapping into the insights of existing clientele.
- The surprising connection between customer loyalty and insight.

It's All In Your Head: Cognitive Science And The Customer Experience

The mind works in mysterious ways. When people interact with a business, their satisfaction and loyalty is shaped by how they perceive, process and remember those experiences.

In this fascinating presentation, Jon Picoult describes how companies can capitalize on cognitive science to create a stronger, more memorable customer experience. From improving sales close rates to building positive word-of-mouth to enhancing employee engagement – you'll find the principles outlined in this program to be invaluable. Topics covered include:

- How memories are formed and then shape customer perceptions about your business.
- Why some business brands inspire intense consumer appeal, while others fall flat.
- How customers can be satisfied – even if your customer experience is far from perfect.
- How service failure can turn everyday customers into loyal brand advocates.
- How common cognitive biases can be turned into competitive business advantages.

Five Surprising Truths About Great Customer Experiences

Many businesses think they know what it takes – and costs – to create a great customer experience. It's all about delivering great service, satisfying customers and improving retention – right?

Not exactly. These are just some of the common misconceptions that often derail companies' efforts to enhance their customer experience.

In this eye-opening presentation, Jon Picoult dispels these myths by revealing five surprising truths about what's really involved in differentiating your business' customer experience. Topics covered include:

- Why customer experience is not the same as customer service.
- Why aiming for customer satisfaction is like aspiring to mediocrity.
- Why customer retention is nearly meaningless.
- What it really takes to delight a customer.
- How great customer experiences can actually reduce expenses.

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ADDITIONAL INFORMATION



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