

MIKE LIPKIN

RESEARCHED MOTIVATION AND PERSUASION

Winning Through The Preeminent Customer Experience

The choice to act is always emotional. The heart rules, especially when the options are so similar in form and function. It's the 80:20 principle of Buying Behaviour. 80% is emotional, and the rational 20% is merely there to preserve one's wellbeing.

Excellence is the price of entry. Being outstanding merely keeps one in the game. Being perceived as preeminent wins the game – that's when one is perceived as the benchmark by which all others are judged.

The experience is at the core of success. It's the central part of preeminence. It's the customer's personal connection with the brand's meaning and distinctiveness.

In this fascinating program, Mike Lipkin draws on the celebrated Environics Social Values Research and his contact with over a million people in 43 countries. He illustrates his insights with iconic examples of preeminent customer experiences based on exhaustive research.

Delegates will learn The Ten Hallmarks of a Preeminent Customer Experience – what they are, why they matter and how they are executed at the highest level.

As importantly, they will love the experience. In line with his philosophy that life is theatre with consequences, Mike entertains while he educates. Laughter is the soundtrack to all his seminars.

Mike Lipkin is the founder and CEO of Environics/Lipkin, the Motivation Company in the Environics Research Group — one of Canada's leading research houses. His mission is to give people the insights that excite them into powerful action.

