

2012

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WORLDWIDE
business and training solutions

www.signatureworldwide.com



ABOUT **Signature Worldwide**

Customer service training that increases sales. Sales training that enhances your customer's experience. If your employees have the chance to convert more callers into customers, we can improve your odds.

Signature Worldwide is a leader in training employees to deliver legendary customer service while increasing sales. Since 1986, our unique methodology has provided a measurable ROI for our customers, compelling them to return year after year.

Our process begins by assessing your unique business needs. We then design a training program around your objectives. Our experienced trainers deliver a motivating, engaging program that will inspire your employees to sell the value of your organization. Finally, we perform telephone mystery shopping calls to ensure your employees understand their newly acquired skills and are implementing what they have learned. Our online reporting system enables you to track each employee's progress over time.

Signature Worldwide began in 1986 training hotel employees to improve customer service levels, increase RevPAR, raise occupancy levels and ultimately generate more revenue for our hospitality clients.

Over the past 25 years, we have expanded our industry expertise to multifamily and public housing, equipment, trucking, medical services, senior living and in 2010 introduced our new social media training. Whenever the phone rings, a customer approaches, or an online inquiry is generated, we can help to improve your customer's experience significantly.

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ENGAGING SPEAKERS

Dynamic Sessions

Our brand promise is simple: we are inspiring and fun, results-driven, and provide training that sticks. When we speak at events, our brand promise is infused in the way we present. Signature Worldwide speakers are not your typical lecturers with a presentation geared all around why you should buy our latest book. Instead, we engage our session participants by challenging their thinking, providing thought provoking information and discussion, and leaving them with tips and tools that will stick with them long after they return to the office.

Highly interactive sessions on topics you need to improve your business today? Yep, we've got them. Every conference seems to offer sessions on social media. Our speakers will help you consider how social media will have the biggest impact on your business with sessions like social media prospecting or online reputation management. Our sessions on customer service and customer experience will help you with everything from personalizing the benefits you offer customers to inspiring your employees to care. Do you need help with sales? Consider a session on sales strategy, prospecting, or negotiating that will help your sales team stop sounding like sales people and get them to take a business approach that prospects will truly appreciate.

Signature Worldwide is an international company that works with many different industries and businesses around the world. We offer tailored sessions for different types of events and audiences, whether it's hospitality, equipment, government, party rental, trucking, instructional design theory, or something completely different. While customer service and sales are universal, we also offer sessions such as field service for our equipment and party rental customers. We also offer amazing sessions on leadership and employee engagement, to handling change within an organization and creating a culture of lifelong learning. Whatever your event or audience, we have an incredible speaker that will inspire your attendees.



Hospitality Industry Speaking Sessions

Take back your customer!

60% of all reservations are still handled at the property level according to a Smith Travel Research study. How focused are you on keeping those customers – or are you pushing them to book their reservations via an online booking agency?

Ownership of customers is a hot topic now with so many channels competing for attention. But regardless of where the research begins – brand websites, TripAdvisor, Priceline.com, many of your guests are still calling the hotel to make the reservation. And depending on how your employees respond, that reservation and customer is yours to keep... or lose!

Consumers are more educated today than they have ever been, which means when they are going to the trouble to call your hotel, they are likely ready to buy. Do your front desk agents help them or send them back online? Are your agents prepared for today's customers? Learn how to ensure your agents can convert those calls and keep those customers instead of driving them to another channel, or worse – another hotel!

In this session you will learn how to:

- *Immediately assure your caller that you want their business*
- *Personalize the benefits of your property by engaging customers in a robust conversation*
- *Learn the difference between conversational and transactional language*
- *Learn how to differentiate your hotel from all the others when your customer has already researched*
- *Gain direct commitment from the customer*
- *Multitask – effectively sell at the front desk while checking in other guests*

Stop acting like a salesperson because no one likes you!

No one likes to be sold to, but everyone likes to buy! When your employees act like salespeople instead of trusted advisors, customers are turned off and want to look elsewhere for help. But how can your employees learn that selling doesn't have to hurt? That they should be viewed as a client advocate who is there to help the customer with the decision making and buying process?

In this session, you will learn how to help people buy after you stop selling. Salespeople today are as welcome as visits to the dentist or political speeches. Stop being a cliché and learn what questions to ask and what questions to avoid at all costs. Compel your customers to want to do business with you instead of feeling like it is a painful process they have to endure.

You need to sound different than your competitors. If you have ever called around to your competitors, you know they are all pretty similar – asking for dates, rates and availability. Learn how to stand out right from the start and let your prospect know they have called the right place.

In this highly interactive session you will learn how to:

- *Open a sales conversation that sets you apart right away*
- *Set real sales call objectives that are measurable and results oriented*
- *Identify what questions to ask, what questions to avoid*
- *Stop sounding like a salesperson and take a business approach to your prospects that they will truly appreciate*



Traditional vs. Social Media Prospecting – Where is the profitable balance?

On average, how many times should you continue to contact a prospect? The answer may surprise you. Salespeople hate to prospect, yet the most successful salespeople make the most prospecting calls – what's the difference between you and them? Is it better to spend your time prospecting on the phone, in person or online? Or should you strike a balance?

This session focuses on prospecting in the digital age – without abandoning what has worked and continues to work in the offline world. Our goal is to get your sales pipeline overflowing with good prospects and opportunities.

In this session you will learn:

- *How to leave effective voicemails*
- *What gets your emails through spam filters and into the hands of your best prospects*
- *What's the difference between a sales call and a prospecting call?*
- *Where is the most profitable balance between in person, telephone and social media or email prospecting?*
- *Where on the web can you find great leads?*

I'm embarrassed by your online reputation

90% of all purchasing decisions begin online. 96.5% of all people are influenced by online reviews of products by others. What is your online reputation and how can you make it better?

Increasing your popularity on TripAdvisor and other review sites is important. Do you know what you are doing? Your customers are making decisions about your hotel based on what others are saying – and how you are responding. What are the major do's and don'ts?

Whether or not you are aware, you already have a social media voice. Is it a pleasant and inviting one, or a high-pitched annoying one? Learn how to communicate your voice to all of your employees, because anyone affiliated with your hotel contributes to that voice online.

In this highly interactive session you will learn:

- *The best use of your time online – where the real revenue potential is with social media, specifically for hotels*
- *How to manage your online reputation – improving your popularity*
- *How to be more engaging on whatever platform you choose*
- *How to ensure you have the online voice that you want*

No more tears – stop hurting your customers and employees

80% of CEOs think they are doing a great job with customer service and 8% of their customers agree.

Being a customer – or a customer service agent – doesn't have to be painful. Help your employees see the bigger picture, let them in on the secrets to being a success!

Have you ever wanted to just clone yourself when it comes to customer service? Do you want to learn how to inspire your employees to care about your customers as much as you do? Is your frontline staff in need of an attitude adjustment?

The economy has forced companies to cut staff and that has had a negative impact on customer service across the industry – with few exceptions. Learn how to differentiate your hotel from the herd by having a staff that is committed to ensuring your guests have a legendary experience.

In this session you will learn how to:

- *Make split second connections with your guests*
- *Motivate your employees to understand the purpose behind delivering a great customer experience*
- *Recognize the impact that customer service has on sales because of reviews and photos shared online*
- *Inspire your employees to care*

A photograph of a stage with two bright spotlights. The spotlight on the left is a solid white circle, while the one on the right is a white circle with a purple beam of light extending from it. The background is dark, and the overall scene is dimly lit.

Ready to secure one of
our featured hospitality
sessions now?



<https://www.surveygizmo.com/s3/684696/Speakers-Request>

Fill out our Speakers Request Form above, or contact:

Holly Zoba

hollyzoba@signatureworldwide.com

800.398.0518

The background features a dark purple stage with three bright spotlights. A thick, curved green band is at the top, and a large green area with a fine diagonal line pattern occupies the bottom half. The text 'Speaker Spotlight' is centered in the green area.

Speaker Spotlight

The logo for Signature Worldwide, featuring the word 'Signature' in a script font with a blue and orange swoosh, and 'WORLDWIDE' and 'business and training solutions' in a sans-serif font below it.

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WORLDWIDE
business and training solutions



Amber Fox

National Director of Sales - Hospitality

As Signature Worldwide National Director of Sales with over 20 years of hospitality sales and marketing experience, Amber Anthony Fox is responsible for developing and maintaining relationships with hospitality organizations throughout the United States. She serves as a respected consultant to her hospitality clients, offering suggestions to increase revenue and improve guest loyalty through training and business solutions.

Prior to joining Signature, Amber has held positions at hotel brand, management company and property levels. She has also worked as a director of sales and marketing, sales and marketing project manager, regional marketing manager, and sales manager in companies such as Accor, Impac Hotel Group, Sheraton, Westin and Intercontinental. Amber also served as a hotel account executive for Southern Marketing Services, an advertising agency in Hilton Head, South Carolina.

While in these positions, Amber successfully planned and implemented the marketing for new hotel openings, was a successful leader of sales people, helped under-performing properties increase revenue, and provided sales and marketing support to over 150 hotels. She also helped develop and manage a sales program for a new brand.

Amber holds a bachelor's degree in communication arts with an emphasis in public relations from Georgia Southern University. She currently serves as president on the board of the Hospitality Sales and Marketing Association International, Ohio Chapter. She is a frequent speaker and writer for many hospitality organizations and associations.

FEATURED TOPICS

- *Customer Experience*
- *Customer Service*
- *Prospecting*
- *Reputation Management*
- *Sales Strategy*
- *Social Media*



www.signatureworldwide.com/AmberFox

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Dave Hamilton

Senior Vice President

Dave Hamilton has the distinction of becoming the first, full-time employee for Signature Worldwide. He joined the company in 1992 as a director of training, became vice president of training in 1995, and moved onto senior vice president and company principal a year later. Dave, who has more than 30 years of hospitality industry experience, knows first-hand the challenges faced in today's very competitive marketplace. He has gained a wealth of knowledge by working directly with hundreds of hotel managers, and thousands of sales and service personnel across the country.

Dave has used his personal exposure to develop many of Signature's training programs, which have been implemented throughout the United States, Canada and Europe. He is now responsible for Signature's sales and service training at contact centers, casinos and spas. Dave also works with clients to custom design training that focuses on the guest experience. Prior to working at Signature, he served in a management capacity at a variety of different hotels. A graduate of the State University of New York at Delhi, Dave is a prominent industry speaker and educator.

FEATURED TOPICS

- *Customer Experience*
- *Customer Service*
- *Destination Marketing*
- *Leadership*
- *Prospecting*
- *Sales Strategy*
- *Social Media*



www.signatureworldwide.com/DaveHamilton

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Barry Himmel

Senior Vice President

Barry Himmel joined Signature Worldwide in 1996. As senior vice president, he is responsible for identifying and developing new markets. During his tenure, Barry modified Signature's hospitality training programs to work in other industries. Prior to joining Signature, Barry worked for CompuServe, Inc., as manager of customer service quality, and Information Dimensions as a trainer, training manager, customer service manager, and director of sales and marketing support. He also worked for NCR Corporation as an education analyst. Barry has a bachelor's degree in business education from Miami University of Ohio and an MBA from the University of Dayton. He is a frequent speaker at industry and educational events, and has written numerous articles on training.

FEATURED TOPICS

- *Customer Experience*
- *Customer Service*
- *Field Service*
- *Negotiating*
- *Sales Strategy*

FEATURED INDUSTRIES

- *Equipment Rental*
- *Government*
- *Multifamily Housing*
- *Party Rental*



www.signatureworldwide.com/BarryHimmel

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Mark Johnson

Senior Vice President

Mark Johnson joined Signature Worldwide and the senior management team in 1995. He is responsible for national and international accounts and building relationships with Signature clients in a manner that provides value according to the clients' goals and objectives.

Before joining Signature, Mark worked for Masters and Johnson Institute as director of training and development. He also has held various positions with Intercontinental Hotels Group including director of sales training; city sales director; manager of sales training — Holiday Inn University; and manager of franchise services.

Mark holds a bachelor's degree from Southeast Missouri State University and has done postgraduate study at the University of Missouri. He is also a member of the Industry Liaison Council within the School of Business and the International Hospitality and Tourism Management Program at Saint Leo University. A frequent industry speaker, Mark is a certified instructional designer and has developed many training programs throughout his career.

FEATURED TOPICS

- *Customer Experience*
- *Customer Service*
- *Leadership*
- *Negotiating*
- *Prospecting*
- *Sales Strategy*



www.signatureworldwide.com/MarkJohnson

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René Lewis, SPHR

Director of Human Resources

As the director of human resources for Signature Worldwide, René is responsible for talent management, employee relations, workforce planning, change management, company communications, leadership training and strategic organization planning.

René brings nearly 15 years of human resources experience to Signature, with 10 of those years being at the leadership level. She has held manager and director positions while working for such companies as Red Envelope, Orange County California, Gap Inc. and Caterpillar Logistics Services.

René holds a bachelor's degree in political science from The Ohio State University. She is a Senior Professional in Human Resources (SPHR), as well as a Certified Professional Behavioral Analyst (CPBA).

As a member of the Society for Human Resource Management and the American Society for Training and Development, René is a frequent speaker at company events and has often worked with clients regarding employee-relations programs, recognition and progress.

FEATURED TOPICS

- *Attracting Talent*
- *Cycle of Change*
- *Engaging Employees*
- *Leadership*



www.signatureworldwide.com/ReneLewis

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Cara Posey

Director of Marketing

Cara joined Signature Worldwide in 2011 as the Director of Marketing. She is responsible for all of the company's marketing, communications, art direction and digital media strategy.

Prior to joining Signature, Cara served as the chief of communications for the Ohio Department of Commerce where she led the creation of the first guidelines for social media in Ohio state government and helped more than 26 agencies and 38 programs build a social media presence. She also worked in communications and marketing at the Ohio Housing Finance Agency. Cara previously served in marketing roles for the Girl Scout Council of the Nation's Capital and the Brookings Institution in Washington, D.C.

Cara holds a master's degree in arts management from the Heinz College at Carnegie Mellon University and a bachelor's degree in arts management from The College of Wooster. She also serves as an adjunct marketing and communications professor and course content contributor at Franklin University.

FEATURED TOPICS

- *Customer Experience*
- *Lifelong Learning*
- *Reputation Management*
- *Social Media*



www.signatureworldwide.com/CaraPosey

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Kristy Westfall Moyer

Training Account Manager

As a Signature Worldwide Training Account Manager, Kristy Westfall Moyer is responsible for developing and maintaining relationships with hospitality organizations throughout the United States.

Kristy has worked for Signature for eleven years starting in its headquarters handling various operational functions. She was a call center team leader, coaching and client services manager and in-house trainer. She joined the field operations team as a training account manager in 2002 and later became training team leader. Kristy also worked as an international training account manager, spending time in the United Kingdom and Ireland. She spent three years as a regional sales account manager and returned to the training team in 2011.

Some of her professional accomplishments include being given Trainer of the Year honors in 2004. During her time as a trainer, Kristy's portfolio had the highest client retention, customer satisfaction scores and Signature scores. Some of her accomplishments during her tenure as a training team leader included highest team client retention, employee retention, employee and customer satisfaction scores, and productivity.

Prior to joining Signature, Kristy was a student at Indiana University and The Ohio State University where she studied journalism and political science. She worked as a regional sales specialist, trainer and store manager for such retail establishments as Calvin Klein, Jenny Craig and Aldo.

A resident of Hammond, Oregon, Kristy is a member of the Astoria Women's Executive Club, HSMIA, several hotel and lodging associations and is a board member for the Columbia Memorial Hospital Foundation.

FEATURED TOPICS

- *Customer Service*
- *Engaging Employees*
- *Leadership*
- *Lifelong Learning*



www.signatureworldwide.com/KristyWestfallMoyer

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Holly Zoba

Senior Vice President of Sales - Hospitality

Holly Zoba is senior vice president of hospitality sales for Signature Worldwide, the leading provider of training solutions for the hospitality industry. Holly has more than 20 years of sales and marketing management experience in the hospitality industry and is responsible for managing Signature's sales effort by determining best-fit solutions for hoteliers — helping them improve customer service and increase revenue. Holly has also created and implemented social media training for the hospitality industry, helping companies develop and implement social media strategies and manage their online reputations.

An accomplished leader known for building strong customer relationships, Holly is skilled at sourcing new business and determining best-fit solutions for clients. She also has real-world experience training, developing and coaching talent to achieve measurable results. Holly is a frequent speaker, as well as a contributing author and editor for many trade publications on topics such as customer service, sales strategy, social media, and online reputation management in the hospitality industry.

Prior to her role as senior vice president, Holly was the director of business development for Milestone Internet Marketing in the central United States region. She also worked with Signature as national sales director for three years prior to her position with Milestone, where she was consistently the top seller in the hospitality division. Holly is well respected throughout the hospitality industry and has considerable hands-on experience, having worked as a hotel general manager, corporate director of sales and marketing, and director of business development.

Holly holds a bachelor's degree from Catholic University and is an allied board member of the Ohio Hotel & Lodging Association. She has also received executive education and sales training from the Darden School of Business at the University of Virginia.

FEATURED TOPICS

- *Customer Experience*
- *Customer Service*
- *Leadership*
- *Negotiating*
- *Prospecting*
- *Reputation Management*
- *Sales Strategy*
- *Social Media*



www.signatureworldwide.com/HollyZoba

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