

## **BILL HOGG: Speaking Introduction**

Today few companies' enjoy a point of difference based on a unique or innovative product or service offering. Whatever one company does, there is a competitor down the street that offers the same or similar -- [*Your company name*] is no different.

Our next speaker is recognized as the ***Performance Excelsior™*** because of his uncanny ability to create that point of difference -- and deliver extraordinary results with the most demanding organizations.

Clients include; The Bay, InBev (world's largest brewer - owners of Labatt, Anheuser Busch and brands such as Bass, Becks and Stella Artois), Lever Canada, Lexus automobiles, McNeil Consumer Products, Ontario Place, Procter & Gamble, State Farm Insurance and the Province of Ontario.

His passion is working with clients ready to take immediate and significant action to create that point of difference through a customer service experience that exceeds customer expectations and inspires loyalty -- and ultimately increases sales and profits.

Drawing from real life experience, he understands the principles and processes that inspire and develop high-performance teams that deliver an exceptional customer experience and leverage customer service as an unassailable competitive advantage.

Sometimes provocative, but always stimulating, Bill is here today to share with us some simple ways to create the ultimate customer experience -- every time.

Please join me in welcoming Bill Hogg.

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**BILL**  
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