

## **TESTIMONIALS FOR SHEP HYKEN**

Employees were looking for a reason to laugh. You provided that opportunity. And, just as importantly, you delivered a strong message about the importance of customer service and the impact we can have on our business if we show our customers that they are important to us.

**— Aetna**

In the years that I have worked numerous shows for Anheuser-Busch, I have never had such favorable, positive feedback from our customers as I have received about you.

**— Anheuser-Busch**

I would like to personally thank you for your enthusiasm and genuine interest in Applebee's International ... it was very entertaining, and yet you still sent a message to our participants.

**— Applebee's International, Inc.**

Our management team felt your presentation was right on target. Your magic and message helped us cap off a very successful Managers Meeting.

**— Eveready Battery Company, Inc.**

I've been in 'association work' for more than 24 years and have hired a lot of speakers in that time. You did a tremendous job! When I polled the delegates at our convention on who their favorite speaker was, they overwhelmingly voted for Shep Hyken and asked that I have you back at some time in the near future.

**— Georgia Oilmen's Association**

Some who have attended a number of conferences over the years told us this was the best they had ever seen. Shep, your participation helped make the conference what it was.

**— IBM**

It was truly a pleasure working with you. From start to finish, you offered nothing but 'Lexus-like' professionalism and courtesy to our program staff and dealership associates, and you tailored your presentation to the overall theme of our conference. We truly hope you'll list us as a reference for any future opportunities that you might have.

**— Lexus**

It was a pleasure having you at our meeting. Our agents are saying you are one of the best speakers we have had! Your energy and enthusiasm made for an incredibly successful speech. Thank you for making our meeting a success.

**— Mass Mutual Financial Group**

Your 'Moments of Magic' helped make this year's meeting a great success. We needed a true professional to bring things 'up' on the last day, and we certainly made the right decision in giving that assignment to you.

— **Million Dollar Round Table**

Your presentation on Sunday morning, 'The Magic of Customer Service,' was perfect for our audience. Your powerful yet simple message dovetailed so well with your outstanding skill in the use of magic. We couldn't have started our day any better.

— **Ohio Grocer's Association**

Your words were inspiring, your magic was awesome! Thanks for a great job at our presentation. I continue to hear how much everyone enjoyed the talk. We will work together again soon!

— **Pioneer Investments**

Your presentation has helped turn our customers' 'Moments of Misery' into 'Moments of Magic.' Our customer results are at an all-time high. Thank you for your valuable input.

— **SBC Publications**

I was particularly pleased with your ability to deliver the internal customer service message in terms that our audience could relate to. Many attendees commented that it was as if you were a long time member of our organization.

— **Shell Oil Company**

You were terrific! I have never seen magic and fun so cleverly woven into teaching. You didn't speak on Friday – you taught us lessons. I really applaud your program and the value you deliver.

— **Smith, Bucklin & Associates, Inc.**

You not only packed the hall, but also delivered a valuable message to the restaurateurs. The combination of a powerful theme of customer service delivered with the entertainment value of magic equals a very successful seminar.

— **Texas Restaurant Association**

**To book Shep Hyken, contact SPEAK!**  
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