

MICHAEL GRAHAM WALKER

STRATEGIC ADVISOR TO ELITE ENTREPRENEURS | AUTHOR OF THE #1 AMAZON BESTSELLER, *THE EXCEPTIONAL EXPERIENCE*



A SIGNATURE PRESENTATION

The Exceptional Experience.

Why Happy Clients Still Leave... And How to Engineer the System That Keeps Them

"Every business has a client right now who has already decided not to renew. They just haven't told you yet."

THE PREMISE

A majority of businesses invest a substantial portion of their time, money and resources engineering everything up to the sale and often very little after it. Marketing gets a budget. Sales gets a process. Client services gets whatever is left over. That gap shows up as 25% to 40% annual churn most operators have accepted as the cost of doing business.

This presentation treats the post-sale experience as the last real differentiator left in a market where speed, price, and convenience are already commoditized. "Happy" is not the goal. Happy clients leave every day. *Committed clients do not.*

WHO IT'S FOR

Built for businesses that run on renewals, referrals, and recurring revenue.

- Founders and CEOs of service businesses, agencies, and consultancies
- Client success, delivery, and operations leaders
- Membership, subscription, and coaching businesses
- Sales leaders who carry retention alongside new revenue
- Professional service firms with high-ticket, high-touch clients
- Teams where one person's relationship IS the retention plan

THE FRAMEWORK: THREE PRINCIPLES

01 Time to Value

How fast a new client reaches a real win, and how to make that a tracked KPI instead of a hope. Most businesses have never defined the moment a client first says "this was worth it," let alone measured it.

02 The Baseline

Establishing what normal looks like for each client, then segmenting by ideal client profile so your best relationships stop getting run through a process built for someone else. Treat everyone the same and you lose the people you can least afford to lose.

03 Predictive Client Care

Reading deviations from that baseline as early warning signals, then solving problems before the client knows one exists. Support is reactive. Predictive care is a growth engine, and the gap between them is worth millions over the life of a business.

WHAT YOUR AUDIENCE LEAVES KNOWING HOW TO DO

- **Measure Time to Value** in their own business and set a target they can defend to their team.
- **Design an onboarding sequence** that delivers a tangible client win inside the first 30 days.
- **Segment by ideal client profile** so high-value relationships get a fit-for-purpose experience.
- **Install a Quarterly Business Review cadence** that gives every client a picture of the next 90 days.
- **Read the five behavioral signals** that surface weeks before a cancellation email ever arrives.
- **Convert client services from a cost center** into a growth engine that produces renewals, referrals, and expansion revenue.

Every attendee leaves with one specific fix to implement that week. One. Not a notebook full of theory they will never open again.

FORMAT OPTIONS

FORMAT	LENGTH	WHAT IT INCLUDES
Keynote	30 to 45 minutes	The full premise, the three principles, and one committed action per attendee. Works as an opener to frame the event or a closer to send the room home with something to build.
Extended Breakout	60 to 90 minutes	Adds live diagnostic work, open Q&A, and audience businesses examined in real time from the stage.
Half-Day Intensive	3 to 4 hours	Attendees map their own client journey, define their Time to Value metric, build a QBR structure, and start a client health scorecard.
Full-Day Workshop	6 to 7 hours	The complete build across onboarding, ascension, retention, and predictive care. Teams leave with drafted SOPs, a segmentation model, and a 90-day implementation plan.

All formats available in person or virtual, tailored to the audience. Multi-session and team-training configurations on request.

ABOUT MICHAEL GRAHAM WALKER



Mike started his first business in 1996 and has spent more than two decades on the front lines, running his own companies and advising hundreds of others across dozens of industries.

He is the bestselling author of *The Exceptional Experience* and *The Systems-Thinking Visionary*, and the founder of ClientBloom.ai, a consulting and software solution built to solve what happens after the sale.

"I get to look under the hood of businesses at every scale and every level of sophistication. The common threads are real, they are repeatable, and most of them are expensive. This session is about the expensive ones."

BUILT ON THE BOOK. Every framework delivered from this stage is documented in *The Exceptional Experience: Building a Business Your Customers Will Love*, an Amazon #1 bestseller, so the room leaves with a working reference rather than a memory that fades by Friday. Copies for attendees, signing, and back-of-room options available depending on the engagement. Additional topics on request, including Systems-Thinking Leadership, Visionary Integration, and the signature Oxygen Goals keynote.

BOOK MICHAEL FOR YOUR NEXT EVENT

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