

# Mike Hourigan

*Author, Tourism Presenter and Executive Coach*



Mike Hourigan is a refreshingly unique tourism presenter who empowers North America's top travel professionals to navigate change, customer service, sales negotiation and generational teambuilding with real-world wisdom. A veteran leadership consultant and productivity expert, Mike is consistently sought after and hired by hospitality and tourism groups including HFTP, the American Bus Association, Hilton Hotels, Hospitality Sales & Marketing Association International, the American Outdoors Association, Meeting Professionals International, MGM Resorts International and Marriott International.

Decades of corporate and association experience have allowed Mike to develop a completely fresh approach to management, sales, change and client services. With a style that engages listeners in a way that's meaningful to them and their company culture, Mike rarely gives his audiences a moment between laughs.

A former member of the management teams of Cargill Inc. and Olympus Corporation, Mike has offered over 1,000 audiences-and-counting the benefit of his real-world corporate experience. A seasoned author, his books include *"Riding the Waves without Getting Wet: A Journey to Leadership,"* and *"Motivational Selling."*

As one of the top keynote presenters in the United States, Mike has developed a comprehensive roster of speeches that address the key issues that affect the travel and tourism industry the most. From the growing need for soft skills training and interpersonal communications, to the subtle nuances of conducting business in a global economy, Mike Hourigan continues to lead the industry in dynamic presentations that direct executives and entire companies toward real, lasting change. Audiences say his honest humor and exuberance for life find a way of impacting everyone and leaving them with a willingness to confront the important issues and laugh at the less important ones. Meeting planners agree you will appreciate Mike Hourigan's passionate perspective, energetic eloquence, customized content and genuine concern for his audience members.

## **Watch Mike in Action:** [Negotiation Skills for Tourism Professionals](#)

Mike presents customized programs for tourism professionals on market change, communication, customer service, sales negotiation and generational team building.

Each company is different and at a different level of proficiency. That is why all of Mike Hourigan's programs include YOUR products and address the issues in YOUR marketplace and the skill of YOUR team. Some of Mike's most popular titles for travel and tourism professionals include:

- **The Travel & Tour Agent's Guide to Happy Customers: How to Keep Clients through Exceptional Service**
- **Negotiation Skills for Meeting and Tourism Professionals**
- **Teamwork In Today's Diverse Workplace: How to Manage a Multi-Generational Workforce**
- **What Does Change Have To Do With Travel & Tourism Sales?**

**FOR BOOKING INFO ON MIKE:** Please reach out to the agent who provided this information to you.

# Popular Programs for Travel Professionals

## **The Travel & Tour Agent's Guide to Happy Customers: How to Keep Clients through Exceptional Service**

### **What is the Big Deal about Client Services in the Tourism Industry?**

- The employee's perspective
- The travel agency's perspective
- The vacation client's perspective
- The business traveler's perspective
- The 6 reasons we lose most return buyers
- Why we want the customer to complain about a bad destination or travel experience
- Why customers get upset – The List
- How to avoid some of the major upsets in the travel world

### **Effective Communication with your Travel & Tour Clients**

- Knowing what the customer expects from their destination experience
- The 4 minute rule
- I know what I mean, but do you?
- How to use the 3 F's in travel service
- A look at the powerful non-verbal's
- The difference between common sense and working knowledge
- Industry buzz words that are guaranteed to get you in trouble
- How to avoid fight starters
- How to keep a confrontation from escalating
- How to defuse an angry customer
- Don't let them "shop" you with other tour agencies
- What you can say to yourself after a confrontation

### **Establishing a Travel Service Preventative Maintenance Program**

- What do the typical tourism clients expect in person?
- What do they want on the phone?
- Making sure travelers get what they want
- How to use the easy rule of travel sales and service
- The supervisor's perspective
- Understanding the ABC's of customer service
- The three D's of management
- How to spot customer service burnout

*"I had the pleasure of attending Mike's presentation "We Are in a Hurry for You to Slow Down" last week at SITE Florida's – First Caribbean Incentive Workshop on Curacao, Dutch Caribbean. Mike grabbed everybody's attention immediately and never let go! His energy, experience and enthusiasm were the perfect combination. I enjoyed his presentation from start to finish!"- Piscadera Harbour Village*

# Popular Programs for Travel Professionals

## Negotiation Skills for Meeting and Tourism Professionals

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*"Mike, Thanks again, as I could not think of a better way to have started of our Annual Convention this year. Your keynote presentation was full of excitement and the attendees were fully engaged with your session. As a meeting planner during these economic times, it is important to provide valuable sessions so that attendees will see the value of attending, and you delivered. You were just the right fit for our event and I what else can I say? Extraordinary!" - Hospitality Financial & Technology Professionals*

# Popular Programs for Travel Professionals

## What Does Change Have To Do With Travel & Tourism Sales?

### Introduction

- HOW change has affected the tourism market
- WHY change has affected the travel industry
- WHAT happens to DMC's who do not change with the times

### Reactions to change in the travel marketplace

- Fear of change
- Don't know where or how to start
- Buying public's reaction to changes in the travel sector
- Your travel sales team's reaction to change

### Understanding how people buy in today's travel landscape and how to update sales tactics

- The influence of the four buying generations in the travel industry
- The influence of social media for sales and marketing
- Buying decisions are made through different information channels
- Buying decisions are made by different generations in organizations

### Engage your "Silent Sales Force" to move your tourism sales through uncertainty

- Using the power of a force multiplier to generate more travel sales
- New calling strategies - LinkedIn
- Every travel client has the communication strength of millions of buyers
- Client services have to be much more than lip service
- Everyone sells
- How to communicate change to your multi-generational salesforce
- Critical information now comes from everywhere

### Positioning yourself as the go to travel/tourism expert

- How to use positioning to become the clients trusted advisor
- Advice is cheap, but good advice can be very expensive and very well received
- Understanding what is important and why it is important

### Some things never change and are recognized by all generations

- Unique ideas to make meeting planners impressed when they arrive
- Understand the four different types of buyers and how to get them to pull the sales trigger
- How to make sure you find the buyer who can find the money
- Making a value proposition so juicy it will be accepted by any buyer type and any generation

*"Thank you for speaking about Change Management at our Visit Charlotte Partners in Tourism event. The audience was immediately engaged by your powerful, passionate and persuasive speaking style. Your ability to relate to the audience, which was made up of individuals from a variety of different professional backgrounds, was impressive. It was obvious you took the time to understand our audience and tailor a message that resonated. You were funny and engaging, and I believe everyone took away something they could implement in both their personal and professional lives. We had very positive feedback from our Partners about the event, and many stated you were one of the best speakers we had this year." – Visit Charlotte*

# Popular Programs for Travel Professionals

## Successful Teamwork In Today's Diverse Workplace: How to Manage a Multi-Generational Workforce

### How Multi-Generational Teams are Supposed to Work

- The two key things every winning team has going for it, regardless of age differences
- Eight qualities that set championship teams apart from others
- What implementing the best ideas from each generation can do for your organization
- What types of generational language will work best with your staff

### How Does Your Team Stack Up?

- An invaluable aid to chart your team's effectiveness
- How to discover hidden generational language barriers that are inhibiting team success

### How To Turn a Multi-Generational Group Into A Champion Team

- How to get the millennials to support company protocols
- Understanding the different needs of each generation
- Bridging the gap with generations to maximize team buy-in
- A blueprint for creating a diverse 'model' team
- Understanding the stages of successful team blending
- Five-steps to higher productivity with all four generations

### How To Push Performance Right Off The Charts

- Setting goals that all generations in your team can commit to
- How to make sure each age group knows what's expected of them
- How to set goals and deadlines for each generation in ways that are effective

### How To Maintain Control

- Design a control system for keeping communication healthy in the workplace
- The eight roles crucial to a multi-generational team's success
- How to promote harmony among age groups and eliminate feuds
- How to solidify your position as a team leader with all four generations
- Rules any team can live by

### How To Get Generations To Work Together

- How to decide which generation is best suited to do what
- How to match the right person to the right roles
- How to incorporate personality types into a cohesive team
- How to deal with your personal frustrations with individual personalities and generational styles
- How to teach employees to solve problems

### How To Make Sure You Are On The Right Track

- How to monitor individual and group performance
- How to keep communication channels open
- How to correct employee mistakes without harming morale
- Tips for running multi-generational meetings in less time

### How To Evaluate Individual And Team Performance

- If you can answer these questions, you'll know your diverse team is clicking
- How to incorporate all you've learned into your day-to-day routine