

If your customers cannot clearly determine the elements in which you are distinctive from your competition... why wouldn't they choose them instead of you?

SCOTT MCKAIN



While every program is custom-designed specifically for your organization, Scott engages audiences on the topic of sales and provides the following takeaways for your attendees:

Sales Keynote: Distinctive Sales: How To Stand Out In a Hyper-Competitive Marketplace

Our research shows that not only are most organizations selling customers and prospects exactly like their competitors, they're also not emphasizing the differences that will make them the superior choice. In this program, Scott shows the steps required to sell uniquely in a hyper-competitive marketplace.

Key takeaways:

- Sell the differences that make you a preferred choice
- Four ways to sell uniquely from your competition
- How to transcend transaction and develop loyal relationships for more sales
- The six key disconnections between sales professionals and their customers

Scott McKain's dynamic presentations inform and inspire — meaning your audience learns — and implements the ideas following the program. His unique platform style has earned him induction into the Professional Speakers Hall of Fame!