



## Scott McKain : Focus Financial Services

*Scott McKain*  
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There are a myriad of choices in the marketplace for prospects and customers seeking financial services. So, how does your organization stand out from the plethora of competitors? How do you enhance the retention of your current client base - as well as acquire new accounts - so you have net growth of both households and assets under management?

Scott McKain has been addressing those issues for over a decade; educating audiences of the world's leading financial organizations. Groups like Nationwide Insurance, Merrill Lynch, Morgan Stanley, American Express, Advisors Excel, First Tennessee, and many more, have turned to him to assist them in creating the "Ultimate Client Experience®."

And, Scott has personally visited over 125 local branches of financial institutions from Manhattan to Moline, from Miami to Monterey, doing the research required to understand what really happens "in the trenches" so his insights are specifically targeted to the unique industry of financial services.

He has received rave reviews from the over 500 speeches and seminars he has presented to financial service groups, before virtually every type of audience you could imagine - from multi-million dollar producers to bank tellers; on enhanced service to client associates...on enhancing teamwork to top advisors...on enhancements to business and life to "A-list" clients...Scott has the insight and experience necessary to make a significant contribution to your event.

As Scott wrote in his hit book, "Collapse of Distinction: Stand Out and Move Up While Your Competition Fails" - named by major publications such as the "Miami Herald" as one of the "Top Ten Business Books of 2009" - every financial organization and professional must be able to powerfully answer this important question: "How can clients and prospects tell the difference between you and your competition?"

Most merely shrug and suggest, "We have great client service." Scott will explain why that is a terrible answer in today's times - and what you must do to create "Ultimate Client Experiences®" that transcend mere transactions - and create the lifelong loyalty every financial institution covets.

Scott McKain will engage and enthrall your audience - and deliver insight that will enhance your organization for the future!