

Focus Retail

Scott
SCOTT MCKAIN



In his bestselling book, "Collapse of Distinction: Stand Out and Move Up While Your Competition Fails" - named by the "Miami Herald" and many other major publications as one of the "Top Ten Business Books of 2009" - Scott McKain has an important message for all retailers: "What you sell is NOT what you are."

What you retail can run the gamut from clothes to food, from hardware to furniture...but what you ARE, he says, is an organization creating experiences for customers. "The purpose of any business," Scott says, "is to profitably create experiences so compelling for customers that their loyalty becomes assured."

Is YOUR retail business so compelling you are certain your customers are returning - and bringing their friends? If so, you're providing what Scott named the "Ultimate Customer Experience®" back in the early-1980's when he began his research.

Leading retailers from Express to Do-It-Best Hardware stores, from Avon to Morton's Steakhouses have given Scott McKain rave reviews for his speeches and insights on the daily challenges faced in retail...and his knowledge on how to create loyal customers who keep coming back for more!

Scott understands "good customer service" is not enough to differentiate you from your competition in today's marketplace. He will reveal the secrets of creating the "Ultimate Customer Experience®" and illuminate for your group the three distinct levels of interaction you have with every customer doing business with your retail organization.

He also asks retailers the powerful question, "How can customers and prospects tell the difference between you and the competition?" If the only aspect of separation is price, you are in trouble. Scott will show you how to establish distinction in the marketplace - and develop the type of customer experience that will allow you to retain more customers than ever before...while you simultaneously acquire new ones, and grow!

And, very importantly, Scott's personal style and powerful message is on-target and tailored for every audience...from top-level executives at the home office, to local store managers on the front-lines.

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