



# SCOTT MCKAIN

**ICONIC** Author & Speaker

## AUTOMOTIVE AND MANUFACTURING

If you want to sell more of the products you manufacture, Scott McKain reveals a primary aspect that you and your team must know.

Customers – whether B2B or B2C – are judging you and your organization on only TWO aspects: promise and performance.

If you make a compelling argument on why you are a viable solution to their needs, they evaluate the promises made by your sales and marketing efforts. Note that a challenge for you is that this judgement is based upon the prospect’s perception – not specifically on your statements.

This means that what your marketing promises about the sales experience – and what your sales team is promising about the service experience – is judged holistically by the customer, even though it’s presented departmentally by your organization.

Next, customers evaluate how you deliver – your performance – based upon that perceived promise.

Scott McKain’s “Product vs. Performance Matrix” exposes how manufacturing organizations fall into categories that determine their level of sales,

How does this translate into ROI for your company? After hearing Scott’s presentation, Volkswagen Group Australia has now engaged him to be their official “Customer Experience Ambassador” for the nation. He works at every level of the organization to ensure greater distinction both internally at the home office – and externally at every dealership.

If you want to move your organization in manufacturing or automotive to the highest level of distinction, let’s discuss how Scott McKain can help you reach ICONIC status – starting at your next event.

“ It is not often I will make such a recommendation, but in this case I feel it is very much worth it – so if you are thinking about an event to reinforce the Customer Focus and get a new angle on the topic, then I can only recommend that you get in touch with Scott.  
*BMW*

