

# SCOTT MCKAIN

## WHY YOU SHOULD SELECT SCOTT MCKAIN TO SPEAK AT YOUR NEXT EVENT

Keynote Speaker, Bestselling Author, Sales & Customer Service Expert

**If your customers cannot clearly  
determine how you are distinctive from  
your competition...  
why wouldn't they choose them instead  
of you?**

**SCOTT MCKAIN**

A black and white photograph of Scott Mckain, a man with glasses and a beard, wearing a dark suit and turtleneck. He is standing on a stage, gesturing with both hands raised. Behind him is a large screen displaying text, including "ASKED THE", "A QUESTION", "WHAT IS THE SINGLE BIG", "PROBLEM", and "IN EDUCATION TODAY?". To his right is a small table with two water bottles. The background is dark with a pattern of white dots.

## WHAT MAKES SCOTT MCKAIN **ICONIC**?

### NOT **JUST** A SPEAKER!

#### **NOT JUST A SPEECH**

Attendees begin learning before Scott's presentation with our interactive pre-event program. And, our post-event offerings ensure Scott's message has impact long after your meeting concludes.

#### **RESEARCH**

His vast experience in a number of industries means Scott can "cherry pick" optimal solutions from a wide array of distinctive organizations and professionals in a way that an expert in a single industry simply cannot.

#### **CUSTOM CONTENT**

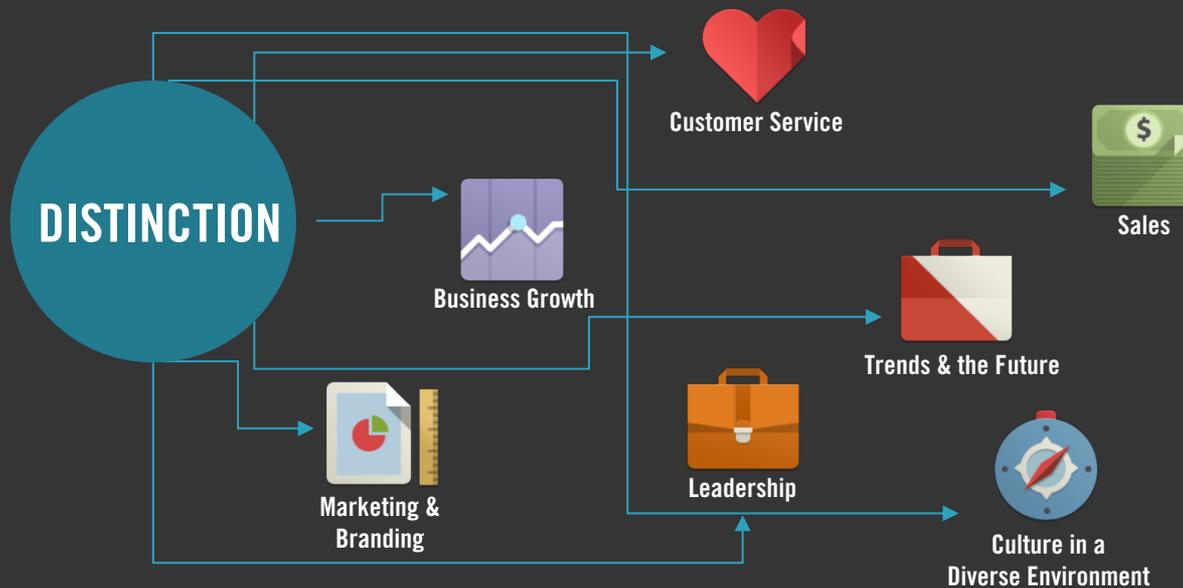
No canned presentations. Every talk is custom designed and relevant to each audience.

#### **STYLE**

Almost 70% of his bookings are from repeat clients — astonishing for a keynoter and why Scott is one of the world's most "in demand" speakers. Clients want him back — and tell their friends! Scott is the highest rated speaker in the history of many distinctive organizations.

# WHAT DOES SCOTT TALK ABOUT?

KEYNOTES . WORKSHOPS . ONLINE LEARNING



## Five Factors of **ICONIC** Performance

01

### PLAY OFFENSE

Know your competition but don't concentrate on them. Play the game **YOUR** way!



02

### STOP SELLING

Focus less on pressure tactics to close sales... and more on creating ultimate experiences.



03

### PROMISE/PERFORMANCE

Customers evaluate you on the performance delivered based upon the promise perceived.



04

### GO NEGATIVE

Pursue information on the negative and fix the process, solve the problem, and retrain the personnel.



05

### RECIPROCAL RESPECT

Demonstrate respect first and model the action you want to see from your teams.





# SCOTT'S STYLE:

**DISTINCT**

**INNOVATIVE**

**IMPACTFUL**

**INTERACTIVE**

Motivating

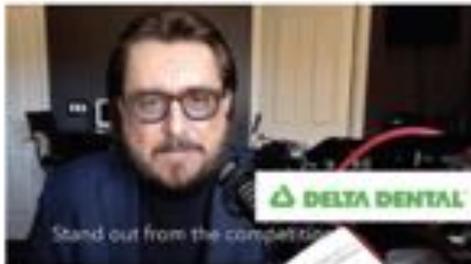
Every custom-designed program includes step-by-step strategies and actionable solutions that can be applied to an endless range of workplace challenges.



## BEFORE YOUR ICONIC EVENT

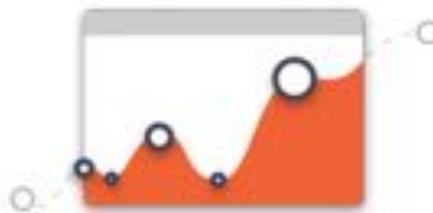
### VIDEO

You'll receive a customized pre-event video to distribute to participants prior to your program so attendees can meet Scott and learn about the tangible takeaways they can expect.



### SURVEY

A short, customized questionnaire will help build audience involvement — and Scott will join you for an additional conference call with your team to discuss results and finalize content.



### BOOKS

Scott's award-winning and bestselling books may be obtained at corporate discounts. Scott is available for book signings at your event or can pre-sign the books before his program.



## Most Requested Program Topics Include :

### ICONIC: How Organizations and Leaders Attain, Sustain, and Regain the Ultimate Level of Distinction

“For every Amazon, there is a Sears. For every Starbucks, there is a HoJo’s. For every Apple, there is a Nokia. How do you ensure distinction – personally and organizationally – so you don’t get left behind in a changing marketplace?”

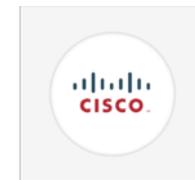
After the enormous success of “Create Distinction,” a client asked Scott, “What’s the ultimate level?” That inspired his new book – and keynote presentation – “ICONIC.” How does a professional or organization become so distinctive that they not only stand out in their industry, but set the benchmark for innovation, customer experience, and employee culture?

#### *Key takeaways:*

- ▶ The Five Factors of Iconic Performance
- ▶ The **ONLY** two factors upon which customers will judge you
- ▶ Why much of what you’ve heard – like “under promise/over deliver,” “defense wins championships,” “sell harder” – does not work in today’s marketplace of multiple generations and cultures.



“The only speaker in the history of our company to have received a **perfect score from EVERY attendee** at our most important global partners event. We’ve booked the leading speakers in the world. Scott McKain received the highest ratings of all.”



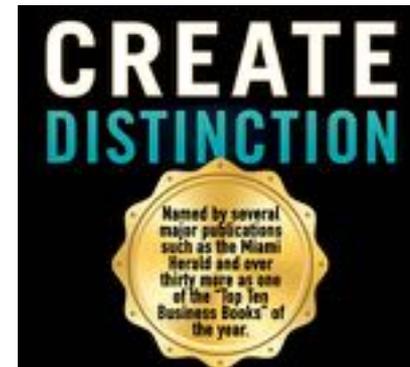
## Most Requested Program Topics Include :

### CREATE DISTINCTION: What To Do When “Great” Isn’t Good Enough to Grow Your Business

How do you stand out from your competition so you become their preferred choice in a volatile marketplace? Scott reveals the elements that pull you back to the pack – and the Four Cornerstones of Distinction it takes to attain remarkable success.

*Key takeaways:*

- ▶ How to avoid the mistakes of commoditization
- ▶ The specific steps you must take to create distinction
- ▶ The importance of personal responsibility in organizational growth



"I have but a brief moment to say what profound effect your presentation has had in my business and personal life. Thank you, I will endeavor to make myself stand out."

Good things  
come from  
**Sysco**

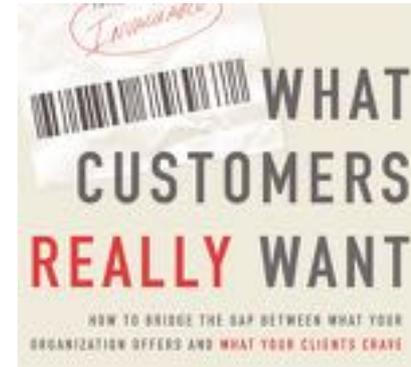
## Most Requested Program Topics Include:

### THE ULTIMATE CUSTOMER EXPERIENCE: Delivering What Customers *REALLY* Want

What is the ultimate experience that a customer could have doing business with your organization? This program will teach your team what it takes to create undying loyalty and endless referrals.

*Key takeaways:*

- ▶ The five steps of an Ultimate Customer Experience
- ▶ Why the experience – and not service – generates loyalty; and what you need to do to create it
- ▶ The information you need to personalize the experience, in order to intensify the customer's commitment to your organization
- ▶ The Six Disconnections Between Organizations and Customers – and how to bridge the gaps so you can engage distinctively



"Your presentation was amazing and I really enjoyed your personal stories and sense of humor in helping us with great ideas on how to better provide customer service to our customers."



## Most Requested Program Topics Include :

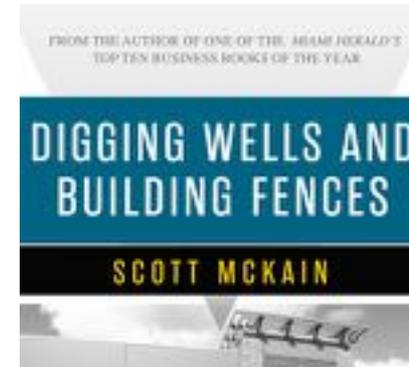
### **DISTINCTIVE SALES:**

## **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



"Our sales force is raving about Scott McKain!"



## Most Requested Program Topics Include :

### DEVELOPING A DISTINCTIVE CULTURE IN A MULTI-GENERATIONAL MARKETPLACE

Your organization's culture will always trump your organization's strategy – for culture determines how we execute. Yet, in this time of so many diverse generations and cultures working together in our organization, how do we develop a culture that creates distinction? In this program, Scott helps you develop a game plan that respects our differences – and helps us draw strength from our diversity.

#### *Key takeaways:*

- ▶ Why “different” from how we do it doesn't mean “incorrect” in how it's done
- ▶ How generational differences can create distinction when we develop an open, accepting organizational culture
- ▶ How to thrive in a workplace with multiple generations, and how to work with people who think differently than you



“A very inspirational message that further reinforces the fact that PEOPLE are the greatest variables in the customer experience of any organization. Thank you, Thank you, Thank you!”

**JUNIPER**  
NETWORKS

Every custom-designed program includes step-by-step strategies and actionable solutions that can be applied to an endless range of workplace challenges.



## AFTER YOUR ICONIC EVENT

### ACCESS TO DISTINCTION NATION INCLUDED

Scott McKain's extraordinary content will teach you the process required to establish personal and professional distinction.

EVERY audience participant can become a FREE MEMBER of Distinction Nation – with IMMEDIATE access to extensive additional content. Members also receive advance notice of upcoming events with Scott – and MORE!

### PLUS A POST-EVENT VIDEO

After your ICONIC event, Scott will create a follow-up video for you to share with attendees that touches on the takeaways from his program.



# WHAT SIZE AUDIENCE CAN SCOTT MCKAIN EFFECTIVELY ENGAGE?

LARGEST LIVE AUDIENCE (to date):

**20,000+** (five times)

SMALLEST LIVE AUDIENCE:

**ZERO**

(Scott has recorded virtual presentations in studio  
designed for online viewing.)



# SCOTT MCKAIN

- ▶ Scott has designed and delivered high impact programs for the world's most dynamic brands.
- ▶ He has helped companies enhance profitability and loyalty by teaching how to sell uniquely and serve remarkably.
- ▶ He has proven he can assist organizations move up in the marketplace in many industries:



**AGRIBUSINESS**

**ASSOCIATION/CONFERENCE**

**AUTOMOTIVE/MANUFACTURING**

**FINANCIAL SERVICES**

**HEALTHCARE/PHARMA**

**REAL ESTATE**

**RETAIL**

**SAFETY ORGANIZATIONS**

**SERVICE**

**TECHNOLOGY**

**TRAVEL/HOSPITALITY**

**MORE!**



# PROFESSIONAL FACTS ABOUT SCOTT

- ▶ Scott has an innate talent for articulating successful ideas.
- ▶ He has spoken before and consulted for the world's most influential corporations.
- ▶ Scott has presented his business strategies on platforms in all fifty states and twenty-two countries...from Singapore to Sweden; from Mexico to Morocco...from the White House lawn with the President in attendance; to conferences in Dubai and Abu Dhabi.
- ▶ Currently "Corporate Educator in Residence" at High Point University, named by U.S. News & World Report as the nation's "most innovative" university.
- ▶ He has been honored with induction into the "Professional Speakers Hall of Fame."
- ▶ He was selected to join Seth Godin, Zig Ziglar, and Dale Carnegie as one of about 25 members of the "Sales and Marketing Hall of Fame."
- ▶ He is a member of "Speakers Roundtable" — an elite, invitation-only group of twenty business speakers considered by many to be among the best in the world.
- ▶ Scott is the founder of a consulting and training company that explores the role of ultimate customer experiences in creating enhanced client retention and revenue via a multi-million-dollar interactive online platform.
- ▶ Clients have included the world's most progressive corporations including BMW, Bank of America, ING (India), Juniper Networks, and many more...
- ▶ Additional Experience:
- ▶ Board of Officers and Directors of a half-million-member educational organization.
- ▶ Board of Directors of National Safety Council.
- ▶ Board of Trustees of a multi-million-dollar charitable foundation.
- ▶ Board of Directors of his professional trade association.



"Thank you so much for your wonderful speech and talk this morning! I have heard many in my career and yours was the best."

**North American Company**

# ADDITIONAL INTERESTING FACTS ABOUT SCOTT

Arnold Schwarzenegger personally booked Scott for a program on the White House lawn, with the President of the United States in the audience for his presentation.

By the age of 21, he had met with the Chairman of General Motors in GM's Boardroom in Detroit and with the President in the Oval Office – inspiring a fascination with business and leadership that continues to this day.

Social Media Marketing Magazine named Scott as one of the 25 most influential marketing authorities on Twitter.

GenJuice magazine named Scott (along with Biz Stone of Twitter and Mark Zuckerberg of Facebook) as one of the top 20 people that young professionals should follow on social media.

## Top 25 Tweeple Young Influencers Should Follow

Scott McKain | @scottmckain | #1 bestselling author and Hall of Fame speaker is specialist in helping organizations and professionals distinguish their client experience to create loyalty.



Scott has been named as a “Hoosier Hero” in his home state because of his commitment to youth and philanthropy.

He was born in the same “small town” as American Rocker, John Mellencamp.



Scott was a news anchor for a CBS-TV affiliate in one of the nation's 25 largest markets.

Scott is a veteran of media – with multiple appearances on FOX News Channel and NBC's “Today” show, has been quoted on many occasions in the New York Times and Wall St. Journal, and has appeared multiple times as a commentator on FOX News to discuss business, politics, and American Culture.



# ADDITIONAL INTERESTING FACTS ABOUT SCOTT



Scott played the villain in a film from the auteur that Time magazine called the “world’s greatest living director.” The movie was named by the late Pulitzer Prize winning critic, Roger Ebert as one of the “fifty greatest films” in the history of cinema.



Scott had weekly commentaries syndicated to television stations around the world for a decade, seen weekly by over two million people, and has interviewed most of the leading celebrities.

Scott has sat in on drums on multiple occasions with a platinum selling, Grammy winning band, and counts several country music stars as among his best friends.



Customer Service Lessons from "Taxi Terry" by Business Speaker Scott Mckain

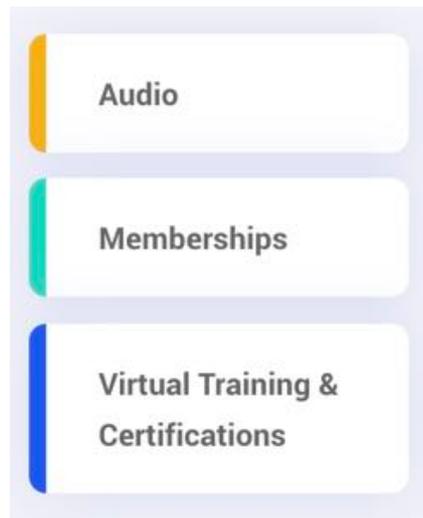
127,875

Scott has a YouTube video of a speech signature story that has been watched by over 125K viewers – that caused McGraw Hill to ask him to write a book about the story.

# You and your organization are important to us!

That's why we make certain that your investment in Scott McKain's programs continue to generate ROI long after an event has concluded.

## Our Approach to Creating Distinction is Based Upon On-going Education and Growth



- [DistinctionInstitute.com](http://DistinctionInstitute.com)
- [DistinctionNation.com](http://DistinctionNation.com)



The “blended learning” approach has the most significant impact on your teams AND delivers the greatest return on your investment. Here are three ways we will deliver on this for you:



I pledge to you that I will personally work with you to learn your organization's specific challenges.

I will customize and tailor my remarks to provide innovative, specific solutions that will create results for your unique opportunities. And, I will work with you to create the marketplace distinction that will attract more customers, improve employee retention, develop more effective leadership, and grow your business.

The reason our portfolio has so many thrilled, repeat clients from leading brands around the world is because we have consistently executed on this approach. I commit to you that our team will give our all to deliver the same extraordinary results for you.

A handwritten signature in black ink, appearing to read "Scott". The signature is enclosed in a thin black rectangular border.

# TOP 5 REASONS TO SELECT SCOTT

## You won't stress out.

1.

Our office is very proud of the vast number of times we've been told, "Of all the speakers we have ever booked, Scott has been the easiest to work with." He's down-to-earth, humble, and no prima donna. You'll absolutely love working with him.

## You'll receive maximum value.

3.

From a pre-event video and survey and a personal conference call to review content, to follow-up content and video after the speech, you will get much more than just a keynote when you select Scott.

## You'll get a truly customized presentation.

2.

Because of the pre-work we do for you, Scott's program is not just a canned book report. It's genuinely designed for your audience at your event. Read the quotes on our website and notice how many refer to the fact that Scott was "spot on" in his presentation.

## You're getting the primary expert in the hottest topic in business today.

4.

If you can't separate your organization from the competition...and you can't attract and retain top customers and team members...how will your business grow? Scott has been called by a Fortune 500 CEO the "world's premiere expert on creating business distinction."

## You'll sleep really well at night.

5.

Scott has been cited as the "best speaker we've ever had" by companies in a myriad of industries and by audiences of all sizes. He'll be the same for your event.



## LET'S GET STARTED

Ready To Make Your Next Event ICONIC?  
Let's Build It Together!

[scottmckain.com](http://scottmckain.com). | Contact Shelley Erwin ([shelley@scottmckain.com](mailto:shelley@scottmckain.com))

+1 (800) 838-6980

**SCOTT**MCKAIN