

## **SCOTT MCKAIN'S MOST REQUESTED PROGRAMS**

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

### **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.

### **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

### **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

## **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

## **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