



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Scott McKain, CSP, CPAE

Travels from: Indiana

Fee Range: \$15,001 - \$20,000

Bestselling author and internationally renowned speaker Scott McKain's captivating presentations and bestselling books clearly reveal how to create more compelling connections between you and your customers and how to stand out and move up, regardless of the economic climate in your industry.

There are a myriad of choices in the marketplace for prospects and customers seeking the products and services of your industry. So, how does your organization - and the professionals who work with you -- stand out from the plethora of competitors?

In today's Facebook/Twitter/Social Media world, a dissatisfied customer now has a platform to broadcast their opinions regarding your organization to the world in an instant. In this volatile environment, it's never been more important to understand and execute the steps necessary to create the "Ultimate Customer Experience."®

Scott McKain's calling is business - and his passion is platform presentations. He is a unique combination of vast speaking experience with new, cutting-edge information.

For example, he is one of about 150 living members of the Professional Speakers Hall of Fame, and he was recently recognized by *Social Media Marketing Magazine* as one of the fifty most influential marketing authors on Twitter - and "GenJuice," a leading resource for emerging professionals, as one of the "Top 25" people for Gen Y and Millennial leaders to follow on Twitter.

In his book, *Collapse of Distinction*, McKain takes a revolutionary approach in clearly showing how organizations and individual professionals create differentiation in the marketplace. *Collapse of Distinction* was named one of the "Top 10 Business Books" of the year by the *Miami Herald*, *Huffington Post* and other major media outlets, and reached the #1 spot on Amazon.com's list of business bestsellers. Scott has also authored two other bestsellers: *ALL Business is Show Business!* and *What Customers REALLY Want*.

Scott McKain's approach of "The Ultimate Customer Experience"® is extraordinarily relevant, no matter your organization's products or services. Customers do not want organizations to "make it right." They want you to "GET it right!" Your organization must find a way to transcend transaction, and Scott McKain can show you the techniques for creating enhanced customer engagement and loyalty.

Most Requested Programs...

- The Collapse of Distinction
- What Customers REALLY Want
- ALL Business is Show Business



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