

SCOTTMCKAIN

Working with Scott McKain

It's OUR job to make YOU look good!



Thank you for choosing me to speak at your upcoming event.

I pledge to you that I will personally work with you to learn your organization's specific challenges and customize my remarks to provide innovative, specific solutions that will create results for your unique opportunities.

This document contains our most requested items to make sure everything goes exactly as planned on the day of your iconic event.

I look forward to working with and for you.

Thanks so much!

A handwritten signature in black ink, appearing to read "Scott". The signature is stylized with a large, looping initial "S" and a horizontal line extending from the top of the "S" across the word.

Scott McKain

Speaker Introduction for Virtual Events

Our speaker today has appeared in front of live audiences in all 50 United States and 21 additional countries: from Mexico to Morocco, from Singapore to Sweden, from the lawn of the White House with the President in attendance...to here with us today.

He's no stranger to this type of communication. For a decade, over a million people watched his weekly televised commentaries on 80 television stations in the US and Canada.

Along with Apple co-founder Steve Wozniak and Netflix's co-founder Marc Randolph, he is a member of the "in residence" faculty of High Point University.

He joins Seth Godin, Dale Carnegie, and Zig Ziglar as one of only thirty members of the "Sales and Marketing Hall of Fame." And, he has been honored with induction into the "Professional Speakers Hall of Fame."

And his latest book was named by "Forbes" as one of the "ten best business books of the year."

He grew up in a small business. He started his own company thirty years ago and now serves clients like Apple, BMW, Cisco, Bank of America, and literally hundreds more. One Fortune 500 CEO called him, "the world's leading expert on organizational distinction and the customer experience."

Please welcome...Scott McKain

Marketing Biographies

Scott McKain is an internationally known distinction expert, bestselling author, keynote speaker and virtual presenter.

Scott's unique style has earned him induction into the Professional Speakers Hall of Fame — and his remarkable content earned him membership (along with Dale Carnegie, Zig Ziglar, and Og Mandino) as one of only 24 selected for inclusion in the Sales and Marketing Hall of Fame. He is currently "Corporate Educator in Residence" at High Point University, named by U.S. News & World Report as the nation's "most innovative" university.

Scott has over three decades of research and experience and has spoken and consulted for the world's most influential corporations, presenting his business strategies on platforms in all fifty states and twenty-two countries.

Scott McKain's latest book, *ICONIC*, named as a Forbes "Top 10 Pick of the Year," is the instruction guide for professionals and organizations to become so distinctive they not only stand out in their industry, but set the benchmark for innovation, customer experience and employee culture.

100-Word Marketing Biography

Scott McKain is a customer experience (the Ultimate CX®) and distinction expert teaching companies and individuals how to establish strategies and execute seamlessly to stand out from the competition. Known internationally as a top-rated keynote speaker and virtual presenter, Scott's clients represent the world's most iconic brands.

Recognized for his success in business and academics, Scott is a member of the "in residence" faculty of High Point University, the "Sales and Marketing Hall of Fame," and the "Professional Speakers Hall of Fame." His latest book was named by "Forbes" as one of the "ten best business books of the year."

