



Scott McKain
SCOTT MCKAIN
CSP, CPAE

How can your customers
tell the difference between
you and the competition?

YOU DO NOT NEED A SPEAKER!

But you DO need for your people to become more productive, and
your organization to become more profitable.

That's what Scott McKain does.

800-838-6980

ScottMcKain.com

CollapseofDistinction.com

McKainViewpoint.com

ABOUT SCOTT MCKAIN, CSP, CPAE

BUSINESS THINKER.

Scott McKain is a highly successful business professional, author and commentator. He has proven that the concepts he presents actually work in the real world! He is the co-founder of the Value Added Institute, a "think tank" exploring the role of customer experiences in creating enhanced client loyalty and revenue for visionary organizations.

BESTSELLING AUTHOR.

Scott McKain is the author of two #1 business bestsellers: What Customers REALLY Want and ALL Business is Show Business. Scott's NEW book, The Collapse of Distinction, takes a revolutionary approach in clearly showing how to create differentiation -- vital in securing customers and growing market share. Collapse of Distinction already been called by one reviewer as "one of the most important business books" in recent history.

PLATFORM ORIGINAL.

You may have seen Scott McKain on television. He recently has made several appearances on FOX News Network as an Analyst and Commentator. He has presented his business insight on platforms in all fifty states and fourteen countries... from Singapore to Sweden; from Mexico to Morocco.



BUSINESS THINKER. BESTSELLING AUTHOR.
A PLATFORM ORIGINAL. SCOTT MCKAIN.

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It is our goal to make your next event
the best you've EVER HAD!

HOW CAN YOUR CUSTOMERS TELL THE DIFFERENCE BETWEEN YOU AND THE COMPETITION?

If they can't - in this economy, you are destined to fail.

If your speaker has great content but is boring from the platform, the audience doesn't listen, and the message has no traction. If your speaker is motivational from the platform, but has no important content, your audience is excited, but you get no results.

There are three insidious factors that are pulling you back to the pack like a magnet. They are the Three Destroyers of Differentiation - and if you don't know them, you are extraordinarily vulnerable.

However, you do have an opportunity to "Stand Out and Move Up While Your Competition Fails." It's found through the Four Cornerstones of Distinction - those four specific actions that distinctive professionals and organizations execute, in a specific order, to make the competition irrelevant.

This is your opportunity - even in a challenging economy.

Learn the strategy...and the secrets...

Scott McKain's calling is business - but his passion is the platform. Scott has both innovative theories and conceptual framework - as evidenced by his two bestselling business books - and the "in the trenches" viewpoints on execution that can only be found in someone who has been there.

Scott's warm, engaging and revealing personal speaking style ensures that audiences will respond and remember. Now it's your turn to deliver. Stand out and move up while your competition fails.



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For details on how Scott McKain can tailor a unique program specifically for your organization, contact McKain Performance Group, Inc. at 800-838-6980!



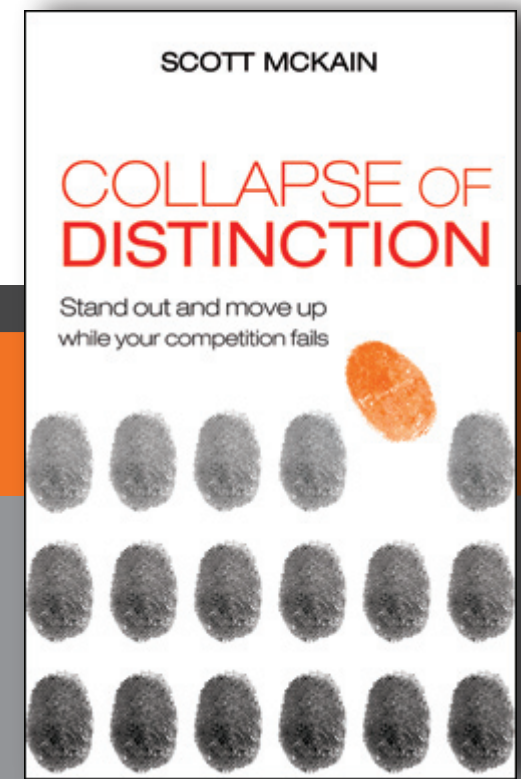
STAND OUT AND MOVE UP WHILE YOUR COMPETITION FAILS

How does a professional - or even an entire organization - deal with the phenomenon that Scott McKain calls "the Collapse of Distinction"? There are three ominous factors that pull every company (and the professionals who work there), back to the pack like a magnet. Without understanding these "Destroyers of Differentiation," a voyage on the "sea of sameness" is inevitable. Next, visionary companies and colleagues seek to become distinct. In this compelling presentation, Scott reveals the Four Cornerstones of Distinction - and how to stand out and move up in a challenging economy through the creation of the Ultimate Customer Experience!™

PRESENTATION THEME ONE

COLLAPSE OF DISTINCTION


SCOTT MCKAIN
CSP, CPAE





HOW TO BRIDGE THE GAP BETWEEN WHAT YOUR ORGANIZATION OFFERS AND **WHAT YOUR CLIENTS CRAVE**

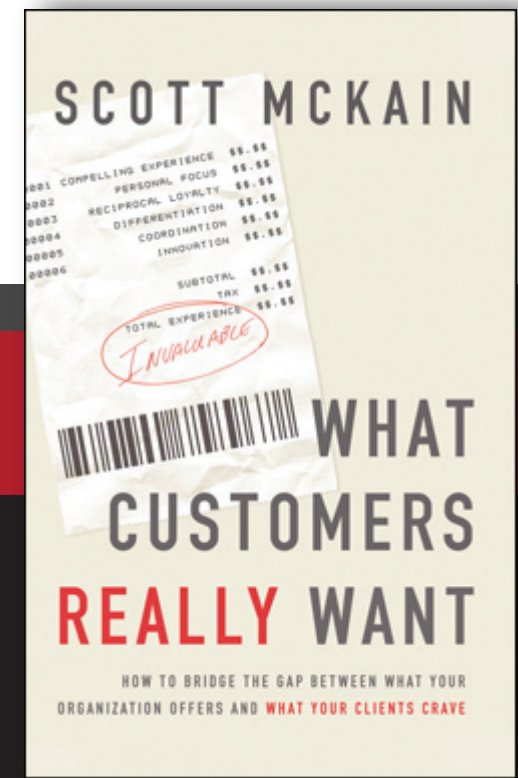
Based upon Scott's #1 bestselling business book, (Amazon.com and 800-CEO-READ) this program addresses the Six Disconnections between what customers crave versus what most organizations offer. Through his research - first into the nineteen companies of an organization where he formerly served as Vice Chairman, and other top clients of international renown - he discovered extensive gulfs between client desires and company delivery.

WHAT CUSTOMERS **REALLY** WANT

PRESENTATION THEME TWO

WHAT CUSTOMERS REALLY WANT

Scott McKain
SCOTT MCKAIN
CSP, CPAE





STRATEGIES FOR EARNING **STANDING OVATIONS** FROM YOUR CUSTOMERS AND EMPLOYEES

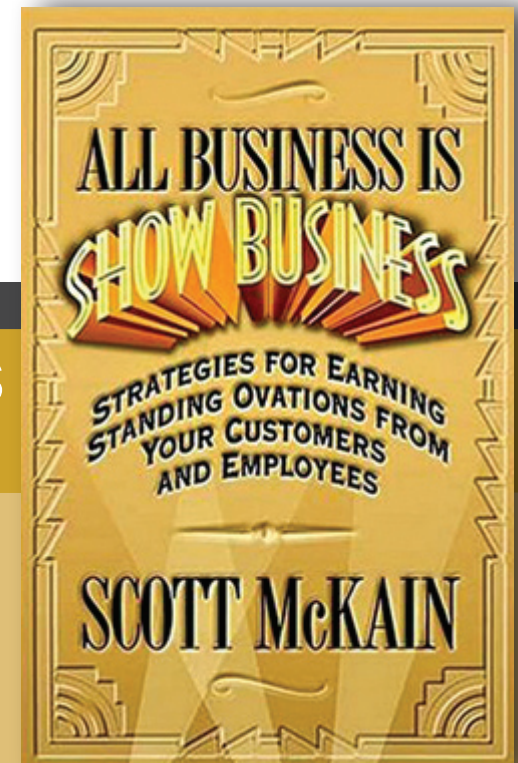
As Scott McKain wrote in his first business bestseller, every professional and each organization must develop the kind of connection with its customers that a blockbuster film or compelling television program creates with its audience! We have become a culture that expects an experience to be an integral part of doing business. Therefore, those organizations that understand how to execute the strategies necessary for creating compelling relationships through the customer and employee experience will find themselves leading the pack.

ALL Business is **Show** Business

PRESENTATION THEME **THREE**

ALL BUSINESS IS SHOW BUSINESS

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YOUR PRESENTATION THEME
BASED ON YOUR UNIQUE OBJECTIVES

With his diverse and amazing background, Scott McKain is qualified to speak on many topics - however, his focus is on just one: **creating compelling experiences that develop enhanced loyalty and profitability.** Whether you're looking for an opening keynote speaker, a closing keynote speaker or a general session presentation, Scott McKain delivers a program designed specifically for YOUR organization based on YOUR unique objectives.

It is our goal to make your next event
the best you've **EVER HAD!**



YOUR PRESENTATION THEME

INSERT YOUR PRESENTATION TITLE HERE


SCOTT MCKAIN
CSP, CPAE

ASK ABOUT OUR
POST-EVENT ONLINE EXPERIENCES!



EVERY TIME. AFTER EVERY EVENT.
SCOTT'S MESSAGE CONTINUES

Scott McKain doesn't stop partnering with you the moment he leaves the stage.

After every event, attendees have access to a unique online area, created specifically for your organization, where they can review the presentation they were a part of, as well as view and download the actual slides that Scott utilized at the event. This value-added experience is just one of the things that you simply can't get with any other speaker!

It is our goal to make your next event
the best you've **EVER HAD!**

CUSTOMIZED FOR YOU POST-EVENT

EVERY TIME. AFTER EVERY EVENT.


SCOTT MCKAIN
CSP, CPAE

TO BOOK SCOTT MCKAIN FOR YOUR
NEXT EVENT, SIMPLY GIVE US A
CALL AT 800-838-6980.

MOST REQUESTED
PRESENTATION THEMES:

Collapse of Distinction:

Stand out and move up through the creation of the Ultimate Customer Experience!™

What Customers REALLY Want:

Discover the gulfs between client desires and company delivery, and learn how to bridge them.

ALL Business is Show Business:

Creating compelling relationships through the customer and employee experience.

Insert Your Title Here:

Based on your objectives and program theme.

BEEN THERE:

"The response from our agents has been fantastic and you definitely have built a loyal following with our group."
Nationwide Insurance

"I don't know how he did it! He sounded exactly like someone who worked for GE!"
--GE

"Our association is fortunate to have worked with some outstanding speakers in the past few years: Denis Waitley, Wayne Dyer, Dick Vitale to name a few. I would not hesitate to add your name to the list. Nobody did a better job than you."
--Michigan Grocers Association

A FEW OF OUR LOYAL
CLIENTS:

- | | |
|------------------|----------------|
| AT&T | Merrill Lynch |
| Avon | Morgan Stanley |
| Land O'Lakes | Morton's |
| Caterpillar | NAFCU |
| Centex Homes | NAMA |
| Dial Corporation | NAPEO |
| Direct Buy | Pepperdine |
| DoltBest Corp | ReMAX |
| Dow | Sentinel Funds |
| Eli Lilly | Taco John's |
| Harvard Pilgrim | Tate & Lyle |
| IBM | Time Warner |



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