



SCOTT McKAIN

CEO & Founder; The Distinction Group

SPEAKING CATEGORIES:

Customer Experience, Leadership, Motivation, Organizational & Professional Distinction

TRAVELS FROM:

Las Vegas, NV or Indianapolis, IN

SPEAKER'S FEE RANGE:

\$30,000 - \$40,000

SCOTT'S MOST REQUESTED PRESENTATIONS:

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

In a changing marketplace, how do you create the highest level of distinction so you don't get left behind? (This keynote answers the critical question: What is an iconic organization or leader? And it will clearly reveal how you can attain, sustain, or regain that status.)

Being distinctive in the marketplace used to be the pinnacle of success. In today's turbulent, AI and digital marketplace, that mountain is significantly more difficult to climb. Merely standing out is more challenging than ever. It now has less impact on sustained growth. Today, to become a compelling company, leader, or brand on a positive trajectory, one must attain iconic status.

Scott will share fresh stories on iconic professionals and organizations. For example, he will reveal unique examples like the millionaire chimney sweep. You'll learn about the single-store steakhouse in a mid-sized city that has higher revenue than New York City's famed Tavern on the Green.

Key Audience Takeaways:

- The Five Factors of Iconic Performance
- The ONLY two factors upon which customers will judge you
- Why much of what you've heard does not work in today's turbulent marketplace of AI, multiple generations, and unique cultures
- Improved results from learning the required steps for Iconic performance
- Expanded appreciation of the importance of personal responsibility in team success

The Ultimate Customer Experience® — Delivering What They REALLY Want

There is a stunning difference between what customers want and what most organizations offer. And, as Scott McKain's research proves, this widening gulf creates dissatisfaction, distrust, and --worst of all for any business -- disloyalty.

What customers really want today is a superior client experience. Certainly, they want good service, a great product, and a competitive price. However, what creates client loyalty is a connection through personalization, differentiation, and emotion.

A critical question for you is: What is the ultimate experience that a customer could have as they do business with your organization? Scott McKain has vast experience and cutting-edge strategies on how to create distinction and deliver ultimate customer experiences®.

Key Audience 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 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

ABOUT SCOTT:

Scott McKain is a customer experience and distinction expert teaching how to create and execute strategies to stand out from the competition.

Scott has earned induction into the Professional Speakers Hall of Fame — and (along with Dale Carnegie, Zig Ziglar, and Og Mandino) is one of only 24 selected for the Sales and Marketing Hall of Fame. He is the 2024-25 recipient of the Cavett Award from the National Speakers Association, the highest honor in professional speaking.

He is a member of the "In Residence" faculty as the "Expert in Distinction and Relevance" at High Point University, named by *U.S. News & World Report* as the nation's "most innovative" university.

Scott has spoken for the world's most influential corporations on platforms in all fifty states and forty countries.

"ICONIC" — one of his nine bestselling books — was named by *Forbes* as one of the "ten best business books of the year."

WHAT THEY'RE SAYING:

"We have some more positive updates on our ICONIC journey. New amazing white sand beach pool and rooms open... Jack was awarded General Manager of the year for all of America... We just got top 100 companies (all industries) to work for in Arizona. Then when we went to receive the award we got #1!!!! THANKS SO MUCH TO YOU!"

— **Fairmont Hotels & Resorts**

"Scott was fantastic. I have received nothing but positive feedback from attendees. Partway through the talk our CEO texted me 'Home run!'"

— **Ottobock**

"Scott made a great impression on our clients at our event and we know he will have the same effect for our Sales and Account Management teams! Let's book him again!"

— **Fiserv**

"Your message is the right mix of stories, anecdotes and actionable ideas for our clients and our own company to implement."

— **Advisors Asset Management**

"Scott McKain is the ONLY speaker in the history of our company to have received a perfect score from every attendee at our most important partners meeting. We've booked the leading speakers in the world and Scott McKain is the highest rated of them all."

— **Cisco**