

What Customers REALLY Want

How to Bridge the Gap Between
What Your Organization Offers
and What Your Clients Crave

A sample of the many clients that have selected Scott to present on multiple occasions:



"The purpose of any business is to profitably create experiences for customers and employees that are so compelling that their loyalty becomes assured."

From his involvement at the beginning of Obsidian Enterprises -- where he serves as Vice Chairman -- growing a small investment in one business to an organization with \$100 million in annual sales that controls nineteen diverse companies, Scott McKain has real world corporate leadership experience.

For his growing companies, Scott researched what his customers REALLY wanted -- and expanded his investigation to other industries, as well. The result was his #1 business bestseller, "What Customers REALLY Want -- How To Bridge The Gap Between What Your Organization Offers And What Your Clients Crave."

The bottom line is this: Scott McKain's calling is business...and his passion is the platform. He is one of very few professionals in the world who can speak from experience about business AND provide the insight and high content of a bestselling author.

SCOTT MCKAIN
Business Leader and Author



SCOTT MCKAIN

Author and Business Leader



Co Founder of the Value Added Institute

How does Scott McKain know what
YOUR customers REALLY want?

The EXPERIENCE of a real world business leader...

The RESEARCH of a bestselling business author...

Scott McKain's platform experience ranges from audiences of 20 to 20,000...and includes speaking at the White House for an event aired live on CNN and NBC's "Today" show with President George Bush in the audience...to corporate events for the likes for GE, IBM, UBS, CoBank, and Avon...to associations ranging from the American Academy of Cosmetic Surgeons to the International Customer Service Association.

He is Co-founder and Principal of The Value Added Institute, a think-tank that examines the role of the customer experience in creating client loyalty for visionary organizations. He also serves as Vice Chairman of Durham Capital Corporation and on the Board of Advisors of the legendary entertainment company, National Lampoon.

Because of his extensive business involvement, Scott McKain's speaking schedule is limited to organizations seeking insight on leadership, enhancing customer relationships and providing their meeting participants with a compelling experience that will impact them on a professional and personal level.

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McKain
Performance Group, Inc.
Business Presentations
for Visionary Organizations

Scott McKain has made multiple appearances as an analyst and commentator on FOX News Channel and many local television newscasts. He has presented his insights from platforms in all 50 states, seven Canadian provinces, and twelve other nations -- from Singapore to Sweden, from Mexico to Morocco.



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