

## **SCOTT DEMING**

### **Creating the Ultimate Customer Experience and Creating Customers for Life!**

“What do people think of when they see or hear your name? Think about this question very seriously. In other words – How Powerful is Your Brand?” This is the question Scott Deming asks his audiences. Then, he shows them how to create the most loyal customers and the most powerful brand in their industry.

Scott Deming’s presentation “Creating the Ultimate Customer Experience” breaks all boundaries of the typical customer service or brand building processes. He takes his audiences on a fast-paced, high-energy journey to creating the ultimate customer experience and building their powerful, emotional and sustainable brand. He inspires each and every attendee to immediately implement these simple processes and turn every customer into a loyal evangelist for life! And as he says – “It is these evangelists who will take you to the Promised Land.”

A few highlights from the “Ultimate Customer Experience Process” include:

1. **Who Are You? What do you do? What do you sell?** Are you in the retail business serving people, or are you in the people business offering the most unique, one-of-a-kind personal and professional solution? Do you sell stuff, or do you sell something much more meaningful? You will soon discover the truth!
2. **Creating a Cult Brand and a Cult Community.** Learn how to connect with your customers at a whole new level, how to meet their emotional needs and how to literally change customer behavior. You are on your way to becoming irreplaceable in the minds of your customers!
3. **Perceptual Reality – The Secret to Life!** By simply changing your perspective and putting yourself in your customer’s shoes, you will immediately change your offering and how you offer it. Learn how to make every interaction and transaction a sincerely meaningful one!

Scott Deming is a seasoned communications and marketing professional with over thirty years of corporate experience and over twenty years as owner/operator of a national advertising and marketing firm. Now, he transcends the traditional “Brand Building” concept to a unique and unexpected level with the highly popular “Creating the Ultimate Customer Experience” presentation.