

SCOTT DEMING

"Perceptual Reality" Keynote Presentation

You know what you do and what you sell, but does everyone in your organization have the same understanding? You think your employees and colleagues understand what you mean and where you're coming from - Do They? More important, do your customers truly understand what you do and how you do it? Believe it or not, what you think you sell and what your customers hope you sell are two different things. How well you think you're doing and how well your customers think you're doing are always two very different things. You perceive your business from a business person's perspective. Your customers do not. They perceive your business as something they hope you can provide to make their life better.

In Scott Deming's Keynote Address titled "Perceptual Reality" you'll discover how to see your business through your customers eyes and how to provide the level of service they crave - not what you think they want. Don't miss this captivating, thought provoking and transformative presentation on "Perceptual Reality!"

- Who Are You and What do You Sell?
- Your Perception vs. Your Customers – (video of actual personnel vs. video of customers)
- The Mind's Eye – We create a third scene from a single interaction. It isn't always correct, but it's our scene and our reality. (Martin Scorsese presentation on The Mind's Eye.)
- Several examples of reality vs. perception – (graphics)
- Exercise and demonstration to show the dangers of making assumptions
- How to align your reality with your customers