



Scott Deming

Author ♦ Consultant ♦ Speaker ♦ Trainer ♦ Transformator

Creating the Ultimate Customer Experience!

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

“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 and dispels the popular yet incorrect thinking that Advertising and Marketing lead to powerful, emotional brands. He takes his audiences on a fast-paced, high energy journey through the six critical steps to creating the ultimate customer experience and building their powerful, emotional brand. Scott Deming inspires each and every attendee to turn a typical customer into an Evangelist! And as he says – “It is these evangelists who will take you to the Promised Land.”

Mr. Deming’s six step “Ultimate Customer Experience Process” includes:

1. **Who Are You? What do you do, what do you sell?** Critical and not so simple questions to get the audience thinking about their business. A five to ten minute exercise to see how every participant describes their business and their brand.
2. **What’s Your Brand? What do people think of when they see or hear your name?** How does your customer currently perceive you and your brand power?
3. **Your Products and Services Merely Get You in the Game.** A killer discussion and exercise that proves your stuff does not make the sale. Your service makes the sale and the ultimate customer experience is what keeps them coming back.
4. **What is an Experience?** Here Scott helps his audiences to really understand the difference between a typical service and an uncommon, innovative and emotional experience.
5. **Create the Ultimate Customer Experience – By focusing more on relationships and less on features and benefits.** Here Scott presents what he calls – “The Secret to Life” as he shows the attendees how to look at their lives from a completely different perspective. This segment also shows companies and individuals how focusing on relationships and creating loyalty takes “Price” out of the equation. Customers are buying on value and trust, not price.
6. **The Ripple Effect!** A powerful and humorous lesson on “You never know who you’re dealing with and what the outcome of that interaction is going to be.”

One magazine called Scott Deming’s brand building process “Moral Principles for Effective Customer Service.” Learn how you can create the Ultimate Customer Experience and turn every customer into a loyal evangelist for life!