



# **Scott Deming - Bio**

## ***The Customer Service and Emotional Brand Building Guru!***

**Author ♦ Consultant ♦ Speaker ♦ Trainer ♦ Transformator**

### **When Did Customer Service Die? Does anyone remember the Funeral?**

Customer Service didn't die a sudden, unexpected death. It has been dying a slow, very painful death for a very long time. Why? Simply put, people stopped caring. Service today is typical at best and transactional most of the time. People look at customers as an opportunity for a sale, rather than an opportunity for a meaningful relationship that will turn that customer into a loyal evangelist for life. Customer service is dying because people simply stopped looking at other people as fellow human beings.

But all is not lost! It's not over just yet! There's still time to shock customer service back to life. And there's one person who is bent on making that happen!

Scott Deming is on a mission – to bring emotion, sincerity, caring and humanity back into customer service. Scott Deming is on a mission – to impact as many people and as many organizations as possible with a simple message and a tried and true process. Scott Deming is on a mission – to teach executives, management and staff that everyone is in this together. And finally, Scott Deming is taking his nearly thirty years of advertising and marketing experience and showing proof positive that RELATIONSHIPS RULE and building a BRAND through emotional experiences, not just great advertising is the key to SUSTAINABLE personal and professional success.

### **So, who is this Scott Deming?**

Scott Deming draws on nearly thirty years of real, in the trenches, corporate life. He has experienced successes, failures, celebrations and disasters. He has experienced the satisfaction and the frustrations of being an employee – and he has endured the hardships and reaped the rewards from twenty years of owning and operating a multi-million dollar, national advertising and marketing firm.

Scott Deming has managed every type of customer and employee personality, attitude and relationship. He has worked with small businesses and multi-national, mega corporations – everything from helping single mom & pop stores create a powerful brand and grow their business – to developing a marketing and sales strategy for manufacturers and thousands of their resellers – to helping companies through a roll up and conversion process and taking them to Wall Street. In short, Scott Deming has lived and worked in just about every possible corporate environment.

And now after years of taking care of business in the boardrooms and conference rooms with CEO's, COO's, CFO's, creative directors, management and staff, he takes his depth and breadth of experience and packages it into one of the most dynamic, energetic, easy to understand

programs and sends his attendees away not only excited to make a change, but armed with the tools to do so.

Scott Deming is a different kind of speaker, trainer and consultant. For one, his experience speaks for itself. But most important, Scott has the unique ability to engage and connect with people so that they're ready, willing and anxious to learn.

In the words of one very satisfied client – *“There are speakers with sizzle, and there are speakers with substance. Scott Deming is one of the few speakers we've experienced who delivers both.”* – Jim Calvin, President New York Association of Convenience Stores

If you're looking for the steak with the sizzle, look no further. Scott Deming has the perfect combination of both (experience and style) to make your next training session, roundtable discussion, sales meeting, conference or convention the best ever!

## **The Ad Guy**

Scott Deming's multi-million dollar marketing and advertising firm RCI consistently created award winning, ground breaking services and programs. These one-of-a-kind services, programs and processes – many of which were copyrighted - helped his clients rapidly grow their businesses and enjoy sustainable success. It was this very same progressive thinking and “against the flow” approach that rocketed RCI through uncommon growth and success over a twenty plus year period.

Innovation and “out of the box” thinking certainly played a role in RCI's success, but there was more. When looking at the success both he and his clients enjoyed, leadership was key. Scott Deming has a unique leadership style. He has the ability to inspire, impassion and empower each and every employee, and he taught his clients how to do the same with their employees. In fact, so unique and genuine was his style while running RCI that his own staff, vendors and customers rewarded him with the ultimate prize – unwavering, long-term loyalty. And because of his genuine approach to people and his unique business philosophy, The Business Journal awarded RCI with the coveted award of “Most Inspiring Business of the Year.”

Now, with a style and energy unlike any other, he teaches these successful techniques to corporations like 3M; AT&T; General Motors; Tyco; Verizon Wireless; Wells Fargo; Benjamin Moore Paints; Royal Caribbean; Wyeth Consumer Healthcare and many, many others.

After a series of keynote presentations for Verizon Wireless' kickoff meetings, associate marketing director Kevin Schiller wrote - *“Thank you for delivering the most energetic, captivating, entertaining and meaningful presentations these groups have ever witnessed. You're a pro's pro!”*

Scott Deming has been interviewed for his fresh ideas, unique processes and popular presentations on national television and radio shows, newspapers and national magazines and trade publications. He has written articles on the topics of “Emotional Brand Building” and “Creating the Ultimate Customer Experience” for numerous magazines - including Entrepreneur Magazine, Business Week, Sales and Service Excellence and INC., to name a few. And now, his ideas and processes can be found in his internationally best-selling book “The Brand Who Cried Wolf.”