



SCOTT DEMING

Here's the formula for sustainable success: Find several great customers, turn them into evangelists, and they will take you to the promise land! If this sounds easy, it is. However, it's highly unlikely you will turn your external customers into loyal evangelists until you turn your internal customers (your employees) into loyal evangelists.

[Scott Deming](#) takes his over thirty years of business ownership, board positions, working with small, independently owned companies as well as multi-national, publicly traded corporations, employee relationship expertise, customer experience savvy, and wraps it into the most comprehensive, easy-to-implement, and energetic program you've ever seen. As one national publication wrote: "Scott Deming's customer experience process is more like the ten moral principles for great business practice and success!"

Scott Deming speaks, consults, and trains a myriad of different companies and organizations of all shapes and sizes across the globe—both big and small and in just about every industry and business vertical. From CEO's, business owners, and managers to salespeople and customer service reps, Scott Deming's programs have transformed individuals and organizations alike, showing them the real process for customer evangelism and lasting customer loyalty.

Scott is consistently the highest rated speaker and trainer for the companies and brands he speaks for. From manufacturing to retail, pharmaceutical to agriculture, technology to food and beverage, clients continue to bring Scott back for repeat performances and further educational development.

As Scott Deming says, "There is no correlation between a satisfied customer and a loyal customer. A satisfied customer will stay with you until the next best deal comes along." Move your customers from satisfied to loyal, with the process that works.

Communicate better. Become a stronger leader. Build a team that loves the corporate mission and sells with passion. Improve business and increase sales. Create a powerful, emotional, one-of-a-kind cult brand. Turn customers into evangelists for life. Be a marketing machine. Own your space.

These best practices and guiding principles may sound self-explanatory and may even appear to be common sense steps for anyone who wants to be a more effective salesperson and marketer, meeting their business goals and objectives, and ultimately drive ROI and yield successful business outcomes for both their customers as well as for their own organization. However, it's not quite as easy and straightforward as it sounds to act on this tried-and-true business advice and implement these strategies and tactics within your daily workflow and adopt these within real business settings to generate revenue. So how can you successfully follow and adopt these sage sales and marketing principles and guidelines in your current role or position at your organization.

Come experience Scott Deming in person at one of his keynote presentations or guided workshops sessions to see what you need to do in person and learn how to transform yourself and your organization into a powerful, emotional brand that employees and customers will want to engage with and become a part of and cultivate a lasting relationship with for many years to come.