



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Scott McKain, CSP, CPAE

Travels from: Indiana

Fee Range: \$15,001 - \$20,000

Scott McKain's calling is business - but his passion is the platform.

Scott McKain has authored three bestselling business books. His first work, *ALL Business is Show Business*, reached the #1 spot on Amazon.com's list of business bestsellers and was released globally in several languages.

What Customers REALLY Want also received rave reviews and top charts rankings from the United States to India. Its groundbreaking examination of the "Six Major Disconnections between Customers and Organizations" has made a significant impact in the manner in which companies approach their clients and prospects.

Scott's latest book is *Collapse of Distinction: Stand Out and Move Up While Your Competition Fails*. It takes a revolutionary approach in clearly showing how organizations and individual professionals create differentiation in the market -- vital in securing customers and growing market share. *Collapse of Distinction* already been called by one reviewer as "one of the most important business books" in recent history and was named by several major publications - such as the *Miami Herald* - and by top critics as one of the "Top Ten Business Books of 2009."

Scott McKain has appeared on multiple occasions as a commentator and analyst on FOX News Channel. His platform presentations have run the gamut from the White House lawn with the President in the audience carried live on CNN and NBC's "Today" show...to a remote outpost near the Amazon...all 50 states, seven Canadian provinces...and from Singapore to Sweden...Mexico to Morocco.

Most Requested Programs...

- The Collapse of Distinction
- What Customers REALLY Want
- ALL Business is Show Business

