



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 twenty 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 for and trains companies across the globe – big and small, in just about every industry. From CEOs to business owners to managers to sales people to 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. 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."