

All Business Is Show Business: Strategies For Earning Standing Ovations From Your Customers

By Scott McKain

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Every day your organization - and you - are in the spotlight. Your employees are performing and the audience - your customers - will love the show, hate it, or worst of all ignore it. Scott McKain has discovered what the film, television, and music industries have known for years: **to be successful, you must create an emotional link with your audience**.

In a recent survey, Scott says, more than 70% of shoppers said they would tend to switch where they buy things if it were "more fun" to shop somewhere else. You can get customers to switch to your business by making them enjoy dealing with you. In straightforward, practical language and plenty of real-life examples, *ALL Business is Show Business* tells how to create experiences that will make customers want to do business with you again and again.

- Tell your story well. It will make you a star.
- Have a short, powerful, and unique high concept statement. It worked for *Jaws* and it will work for you.
- Practice the eight essential acts your customers want you to perform.
- Your employees are the stars of the show. Treat them that way.
- Create the Ultimate Customer Experience, and you will acquire amazing loyalty and unlimited referrals.

"No matter what your business," says Scott McKain, "you are always on stage. Make your performance one that leaves your customers with a feeling of *Wow*!"

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Editorial Review

About the Author

Scott McKain is the Co-founder and Principal of The Value Added Institute. His latest book, *Collapse of Distinction,* was named one of the “Ten Best Business Books” of the year by the Miami Herald, Sacramento Bee, and numerous other major publications. He has appeared on FOX News Network as an Analyst and Commentator.

Users Review

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