“Book him now! We brought Scott in to keynote our annual franchise convention. We asked him to deliver a presentation about how to create the ultimate customer experience. He did more than discuss this; he demonstrated it. He interviewed franchisees, researched our company and gave a presentation that felt completely customized. It was a perfect mix of substance and emotion (which happens to be his formula for creating memorable customer encounters).

Scott’s presentation was packed with value for our franchisees. He shared practical ideas we could immediately use. The impact has been obvious. With Scott’s help, our brand is now serving customers at an even higher level, enhancing our reputation and improving our bottom line. As speakers go, we could not have made a better investment!”

**— Cathleen Stewart*, Marketing Director, Batteries Plus Bulbs***

“We hired Scott because we wanted a dynamic speaker that came from the franchise world to inspire and motivate our franchisees understanding their perspective of being a small business owner, whether they operate one store or thirty stores.

The response was phenomenal! Scott was both entertaining and informational. He did a tremendous job providing insight on how to not only improve overall customer service, but also how to manage your crew more effectively. ln a post conference survey, Scott received the highest rating of the day, a 5 rating out of 5-point scale. Franchisees in particular loved Scott’s humorous delivery of the message points and that-he was “one of them” coming from a franchise background. From a management standpoint, we were very impressed that Scott took the time to learn about our brands, our franchisees and us so that he can customize his presentation to our needs. We highly recommend Scott and would hire him again!”

**— Jenn Johnson*, Chief Marketing & Operations Director, Global Franchise Group***

“Scott, you’re my hero! As I told you in person yesterday, outstanding job on the presentation. I can NOT tell you the number of positive remarks I received all afternoon and all evening last night about your presentation.

* “Incredibly useful”
* “The perfect blend of high concept thinking, mixed with useful tangible examples”
* “Exactly what we all need to hear right now”
* “Best keynote ever … fascinating and something that I can use tomorrow to impact my store’s performance and my crew’s approach to customer service.”

I even had several vendor/non-Golden Chick folks remark about how useful and timely the approach is even outside our industry, and how it is going to impact how they approach their future business approaches.

I wanted to say “thank you” again … I know I piled a lot on you in the last week, but your deck and your overall enthusiastic, articulate and approachable presentation was amazing.”

**— Howard Terry, CMO, Golden Tree Restaurants LLC**

“I wish to compliment you on the seminar you gave to our managers and employees. The esprit de corps you rejuvenated has infected our company. Many of the recommendations you gave our people have already been put in place. I could go on and on about the changes in our company since your presentation. The research you did to personalize the presentations was overwhelming. Everyone who heard it knew that the seminars were for EDI and EDI alone. I am extremely pleased that your comments will be used in our employee work environment as well as their personal lives. I was shocked by the number of employees who came up to me to thank me for hiring you. You have undoubtably helped EDI Express to become a better company. On behalf of my partners, I thank you.”

**— Jerry Kelleher, Senior Vice President, EDI Express**