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# Ken Schmidt

Customer Loyalty Expert; Reputation and Brand-building Authority; Senior Role in Harley-Davidson Turnaround; and Author, Make Some Noise: The Unconventional Road to Dominance

**Make Some Noise: Change Directions, Open The Throttle and Dominate Your Marketplace** "Being known for what you do – no matter how well you do it – makes you a replaceable commodity," says Ken Schmidt. "Competitive dominance comes when your market knows you for who you are, associates you with positive human attributes and rewards you with their loyalty." This talk is rooted in the highly unconventional ideas that drove Harley-Davidson's transformation and unlikely return to dominance, as Ken and his team shifted the company away from its commoditized "product-first" mindset to a fiercely committed "people-first" mindset that takes advantage of key drivers of human behavior. Ken's high energy, humor, amazing visuals and actionable take-aways abound as he shows businesses of every size and scope how to tap into the behavioral drivers that ignite employee and customer passion, build marketplace preference and fuel tattoo-worthy levels of customer loyalty.

**Rev Up Your Reputation: Be Memorable, Preferred and Talked About** What does it take to get your customers to share compelling stories about your business and recommend it to others? Specifically, what would you want them to say? Engaging stories, paired with distinct and unexpected language, are highly memorable and help shape perceptions, boost advocacy, and drive demand. Ken Schmidt knows that powerful stories are essential for distancing your business from competitors and building a rock-solid reputation. In this presentation, Schmidt outlines simple, actionable strategies for companies to develop their own distinctive voice and create stories that resonate, leading to lasting differentiation and loyal, vocal customers. What are your customers saying about you right now?

**Thrive Among Thorns: Untapped Growth Opportunities for Financial Services** A startling presentation designed specifically for banks, investment firms, credit unions and insurance companies that is now Ken Schmidt's second-most requested topic. With little differentiation among competitors and media-fueled erosion of trust in financial services providers, it's no wonder potential clients opt to work with "whoever's closest to my house," instead of "whoever can best serve my needs." Or stay away altogether. Where others see futility, Schmidt sees unprecedented opportunities for growth. He'll show you how to change the culture of your financial services business to stand out, create demand in your local markets, fuel client referrals and take advantage of the look-alike/act-alike competitive environment.

**Positioning Your Business to Dominate in a Commoditized Market** When customers care more about what they're paying than who they're buying from, businesses lower prices to stay in the mix, which breeds commoditization and kills loyalty. While leaders in every industry are focusing inward to

improve efficiencies – when they should be focusing outward to improve their competitiveness – the passing lane's wide open for small players to make a run to the front of the pack. Ken Schmidt can show you how to do that. As a major player in one of the world's most celebrated turnarounds, he helped transform Harley-Davidson from a laggard in a me-too market into one of the world's most beloved and dominant competitors. In this hands-on, how-to session, he teaches how to position your business to ensure that it's memorably different than competitors and how to strengthen your reputation so your customers stay fiercely loyal and refer you to others, even when your prices are higher. This is a natural follow-up to any of Ken's presentations.