

17 QUESTIONS TO ASK BEFORE HIRING ANY EXPERT SALES & MARKETING SPEAKER

COMPARE EXPERTS

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THE QUESTIONS TO ASK

1. Does the speaker customize real content (or just title pages)?
2. Does the program include built-in follow-up and reinforcement?
3. Can the speaker fill multiple slots to save on speaking fees?
4. Is there an online resource center available to our people 24/7?
5. Is the speaker entertaining as well as informative?
6. Does the speaker do thorough pre-program research?
7. Does the speaker provide handout masters at no extra charge?
8. Does the speaker involve the audience? How?
9. Does the speaker use only clean language and humor?
10. Is the speaker accessible to attendees before and after the event?
11. Does the speaker “hard-sell” products from the platform?
12. Is the speaker responsive to requests for information?
13. Does the speaker work to ensure the success of your event?
14. Will there be NO additional charges for customization?
15. Does the speaker qualify clients (or do they work with anyone)?
16. Am I confident my attendees will be happy with this speaker?
17. What is the speaker’s fee? How does it compare to the market?