

Speaker:
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"What the customer wants from a Speaker" 06.09.08

ROI

- Return On Investment
- Don't wait for them
- Tell them, what they get back from you - Value, Benefit
- What is your advantage?

The better you know about your customer the better you get things back

- Research !
- You have to be the brand
- You have to be IT!

The real skill of speaking makes it interesting

Customer does not want you

- What do you want?
A washing machine or clean clothes?
- They want what you can!

People/customer wants

- Celebrity
- Entertainment
- Information

Why do people have meetings?

It becomes HABIT

Who books you and why?

- CEO: A Name
- PA: someone the boss will be happy with
- Event planner: someone that pleases the client
- Bureau: someone who gets the best revenue
- Delegate: Information they can use. Inspiration.

Someone who can give of value to me

Who do you recommend ?

- I recommend people I feel confident with
- Why?
- Ability to present
- Content
- Relevance

Stage Craft

- Use of technical stuff, room, ...
- The basic stuff

Charisma

Is all about you and your personality

That's your BRAND!

Relevance

Having relevant information to deliver to the audience

Is he/she an expert?

Depth

What are your biggest issues in your business?

The client should have the possibility to ask questions a few days after the speech

Issues our Clients are facing

- Green issues
- Geographical location and venue
- Value for money
- Technology

What am I getting?

Return for my business

Finding stuff and making sure that it is available for you



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