



## 20 Questions to Ask Before Hiring Any Expert Sales and Marketing Speaker

Compare Experts			The Questions To Ask
A	B	C	
—	—	—	1. Does the speaker customize real content (or just title pages)?
—	—	—	2. Is the program format designed for varied learning styles?
—	—	—	3. Does the program include built-in follow-up and reinforcement?
—	—	—	4. Can the speaker fill multiple slots to save on speaking fees/travel?
—	—	—	5. Does the take-home value tie in to your audience's core issues?
—	—	—	6. Is there an online resource center available to your people 24/7?
—	—	—	7. Is the speaker entertaining as well as informative?
—	—	—	8. Does the speaker do thorough pre-program research?
—	—	—	9. Does the speaker provide handout masters at no extra charge?
—	—	—	10. Does the speaker involve the audience? How?
—	—	—	11. Does the speaker use only clean language and humor?
—	—	—	12. Is the speaker accessible to attendees before and after the event?
—	—	—	13. Does the speaker "hard-sell" products from the platform?
—	—	—	14. Is the speaker's office responsive to requests for information?
—	—	—	15. Does the speaker work to ensure the success of your event?
—	—	—	16. Will there be NO additional charges for customization?
—	—	—	17. Are the materials based on graduate-level business curriculum?
—	—	—	18. Does the speaker qualify clients (or do they work with anyone)?
—	—	—	19. Am I confident my attendees will be happy with this speaker?
—	—	—	20. What is the speaker's fee? How does it compare to the market?
—	—	—	<b>Score</b>

**Need a top-notch speaker** for your next association meeting, annual conference, executive retreat or corporate event? You found him! **Contact David Newman's office now** to explore how we can work together to make your next event a huge success from start to finish!