



## Key Factors in Finding the Quote Range

- Recognized name of company or association
- Number of people attending and positions they hold
- Length of the event, location or type of venue
- Food they plan to serve
- Previous speakers or those under consideration with you
- Volunteer committee deciding or a full-time professional
- Speakers Bureau involved
- How they found you in the first place

## Handle the Money Conversation

*Techniques to move client verbally through the buying cycle*

- I think I have something for almost any budget, tell me a little bit about the meeting THEN SHUT UP!
- Ask questions that answer the effective quoting questions. Keep adding to that list factors that are specific to you.
- Test the waters on their level of openness to creative ideas or help that has nothing to do with speaking on stage. (if you offer those options)
- I'm going to take everything we have talked about and develop a three-tiered proposal and have it to you within the hour. This gives you three different ways to use me at three different investment levels. How does that sound?
- Well this is great. I will put this together for you right now. Thank you for considering me for this. (End with your confidence statement)
- MOST IMPORTANT SENTENCE I USE IS..... “ \_\_\_\_\_ ”

## Close Deals You Have Been Missing

*Sales scripting that seals the deal*

- Which of my three options best fits with your plan?
- Would it makes sense to....(credit to Lois Creamer for teaching me this phrase)
- How about if we take this bullet from the Premium package and move it up to Deluxe and now charge you X?
- Are you open to hearing some ways that we can deliver the options in the Deluxe that are outside your current budget?
- I'd like to put a no-obligation pencil hold on (date). “That means that I am saving this date for you until a final decision is made and if anyone else comes sniffing around that date, I will call you before I sell it to someone else. Does that seem fair?”
- My calendar is already filling for next year so can you tell me the best time to check back with you on the committee's decision? (Only say this if it is true, I never lie)
- “I've got another client in your area that might be interested in doing a piggyback booking, meaning if we can coordinate dates, I may be able to save you a few dollars. Are you open to talking about date flexibility?”
- I'm so glad this is going to work for both of us.

*The next step is....*

- “I'd like to schedule a phone appointment now for about four weeks before the event. This is when I do all the interviewing to customize the event.”
- Ask for deadlines on write-ups, social media campaigns,

# 100+ Options for your Sweet Spot Pricing Packages

Laurie Guest, CSP - NSA Convention 2015

## Level of Service or Attention from Speaker (before, during, or after the event)

1. Degree of customizing the content
2. Attend social gatherings/dinner, drinks, outings
3. Visit to the facility or the organization before the event
4. Private, small circle meeting night before or day of meeting
5. Pre-conference seminar
6. Arrive early for opportunity to add more custom content on the spot
7. Onstage interviews
8. Moderate a panel
9. Add a breakout if you are the keynote
10. Facilitate an additional program where you are not the focus/speaker
11. Add a hands-on lab session
12. Special session with “high potentials” – they always have a group of future leaders somewhere in the organization
13. Offer an additional session for a current class or group of interns
14. Offer to do open and close keynotes and they save money on second speaker

## Consultation or Program Support Options

15. Process review on site
16. Interview attendees about your topic and provide a report (either part of your session or just to leadership)
17. Compiled report of multiple question attendee *pre-event* survey (learn the real challenges and pain points of your people.)
18. 14 days after event, host post-event mastermind/facilitated debrief for conference staff to improve for next year
19. Coaching services
20. Drawing for a year of coaching
21. “Quick-Fix Calls” 60-90 minute phone/skype consult where the client drives the agenda or “picks your brain.” You provide short, sharp advice, record the call, no report.
22. Train the trainer sessions
23. Master of Ceremonies
24. Board retreat
25. Master classes
26. Strategic work session or brainstorming session on challenges the organization is having in a private setting
27. Host invite-only executive roundtable
28. Sponsorship dollars in hand. (Meaning already have sponsorship dollars committed to your program that are available if you are hired to speak.)
29. Assessments
30. Post-event survey of attendees
31. Follow-up call with management team
32. Meeting with the board of directors or other such decision makers
33. Management calls every few months afterward
34. Mastermind facilitation
35. Ride along on a sales call and give feedback
36. Live hot seat (audience members are chosen to come forward as center-of-attention)
37. Whiteboard innovation session
38. Big fish “success profiles” with their most successful executives, members, or franchisees
39. Conduct an “energy audit” by looking at their agenda and making suggestions. With our experience we see things they may not, especially if it is a volunteer meeting team that doesn’t do this type of event often.
40. Offer a presentation skills training session for company execs or employees who will be presenting at the conference.

## **Video/Internet/Media based/Online Learning Ideas**

41. Promo video to help attract attendees and introduce yourself to the audience in advance.
42. Social media posts to your accounts, be sure to add how many followers you have if it is an impressive number
43. Participate on their social media threads
44. Permission to video tape the session
45. License for future use of the video (ascending level of permission attached to fee level)
46. Audio record session and provide MP3 to attendees
47. Pre-event podcast with CEO
48. Post-program video or podcast with execs to recapture and amplify key points
49. Vendor/sponsor interviews
50. TV interviews
51. Radio interviews
52. Take spokesperson role/PSA Style
53. Interview certain people/ CEO, key staff, new people – anyone that makes an interesting podcast style recording
54. Do roving interview/testimonials to boost attendance at their NEXT event
55. Private interviews with attendees to use as a podcast later, can even be special just for their organization
56. Post-conference teleseminar/ Host a teleseminar/webinar "Best ideas from..."
57. Webinars offered in place of a live session when budget is an issue.
58. Periscope or Meerkat (iPhone only) the Talk (live streaming video) If the speaker has a decent audience on Twitter, he/she could live stream the talk, getting more exposure for the event, and encouraging people to buy tickets for next year, etc. If he/she wanted to really rock it, they could thank event sponsors, interview meeting planner/CEO, etc. on the livestream before talk commences.

## **Written Word**

59. Your newsletter, electronic or postal
60. Write a regular column for their company newsletter
61. Newspaper features
62. Add a forward from the CEO/founder to your book and run a special print run just for their attendees
63. Include a handout that includes a tip sheet to reinforce his message and serves as a reminder of his program. The tip sheet could also provide information on other "free" resources
64. Offer a pre-event article that could be used in advertising material for program or to get people excited about what they are going to learn/experience at the event
65. Offer to write a welcome letter to the event/conference that would be included in the conference brochure/online content

## **Sales, Marketing or Product Options**

66. Secret shop the company with confidential report of group reveal
67. Secret shop competition
68. Offer sign-up incentives (if you register by certain date you get X which is valued at Y)
69. Provide a testimonial about the positive experience
70. Copies of your book packaged with the program.
71. Custom chapter all about them (this is different than #61 in that it is content written by you rather than an preface written by the CEO.
72. % of sales back to organization, charity, scholarship fund connected to the client
73. Free membership to online training tools
74. Discount on future sessions
75. Voucher for "special deals" available to their members if doing association work
76. Trinkets, tchotchkes or fun gifts for attendees, customized to theme or group
77. Customized T-shirts tossed out during speech
78. Greeting cards
79. "One of a kind" bags – limited supply to drive up demand
80. Create a customized card deck around their conference theme, company values, customer quotes, other fun blurbs
81. Create ad space on your handouts and then "offer that for free" to one of their sponsors or similar target
82. Give everyone a free gift using Revizzit – really, check these guys out [www.Revizzit.com](http://www.Revizzit.com) (no I don't get a cut)
83. Avanoo is another product speakers like. 30-day outline follow-up program, 3 min a day to reinforce message
84. Offer ad space inside that product to create a value mark
85. Donate items to the private auction or door prize table
86. Customized banner

87. *Totally Rad Giveaway Package*: 10 items from your creative theme that they can use as they wish (early bird registration incentives, team member thank you's, sponsor gifts, raffle prizes etc.) Put value mark on the offer. (like \$175)
88. Offer a lower priced option if the client can get you booked in the same city on the same day or an adjacent day at this same lower price, i.e. the speaker makes double this lower price which should result in a higher overall fee than the price of your main option.
89. Include including all travel (i.e. all inclusive fee) as some clients have a fixed budget and want to know exactly what it will cost them without any surprises on flight fees, etc. Note that this is slightly different that provide a flat-rate travel number.

### **For speakers with special talents, gifts and abilities....**

90. Write and perform a parody song (I haven't got the talent so I have hired others to do this!)
91. Custom piece of art (only if you are artist of course)
92. If you are an entertainer – offer an evening show in addition to your speech
93. If you are a writer, offer to write a tribute to the company
94. If you are famous in your niche, offer an autograph session
95. If you are an artist, create a custom work of art inspired by the theme of the event that can be used for promotion or fundraising. Could even create a hunt for it afterwards like Erik Wahl did at the 2014 convention.
96. Custom graphic for the event
97. Roving conference video reporter
98. If they are having a golf outing, offer to be stationed on a hole for “beat the pro speaker” – drive, putt – make it fun
99. Get specific with your talent offering like Traci Brown. She says if the conference is at a hotel with a golf course she offers to include a clinic teaching some of the mental sports performance tricks she's got up her sleeve. It just rockets up the cool factor and she's got raving fans before stage time because she helped their golf game. She has offered a bike clinic too. Very creative!

### **Travel Related/Cost Saving Offers**

100. Group bookings so travel expenses can shared and decrease the cost to each client
101. No lodging necessary/stay with friend or family/have a mobile home
102. Coach travel/ No deluxe amenities required
103. Charge air and hotel only, all other expenses included

### **Deterrents**

104. Only available when I am already in your area
105. Content is industry specific but not customized (nice way of saying off the shelf or canned)
106. Length of time is shortened from what they desire
107. Number of days on site is shortened from what they desire
108. Excluding \_\_\_\_\_ (something they want)
109. Not you presenting but an associate speaker, especially important for higher fee level speakers
110. Session offered by video
111. Session conducted by skype or similar service
112. Show the decrease in the ROI when not choosing higher package
113. Client provides supplies you might use in your speech i.e. boards you break or canvas you paint

\*\*Be sure that what you currently offer at no additional charge is included as a bullet item i.e. handouts

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