

## Speaking Contract

Sometimes a simple contract or agreement is all that's needed for a straightforward speaking assignment. A more detailed proposal may seem like "overkill" and be completely inappropriate.

Some hints:

- Specify who is responsible for what.
- Send this by FedEx.
- Requiring a signature will assure that the true buyer is involved.
- *Do not* include any legalese, unless you want lawyers involved.

Sometimes organizations will have standard contracts, which are used for everything from computer purchases to security services. By offering one of your own, you'll have something customized to represent your particular work, and will also appear as a thorough professional.

Note: When you offer any kind of fee discount at all, some companies must accept them because they have internal purchasing rules dictating the acceptance of any discounts provided.

## Speaking Contract

This represents an agreement between the Acme Company and Summit Consulting Group, Inc., as represented by Alan Weiss. Alan Weiss will conduct a half-day workshop for Acme at a site of its choosing on March 10, 2004, from approximately 8:30 am to noon.

The session title is "Million Dollar Selling: How to Increase the Size of Any Sale at Any Time." The audience will comprise about 40 senior sales people and sales managers. Alan Weiss will provide the proprietary intellectual property, audio/visual aids, handouts, and facilitation. Acme will provide the site, administrative support, scheduling, refreshments, and equipment (overhead projector and screen, two easels with pads and markers, a wireless lapel microphone). John Davis, vice president of sales, will introduce the session that morning.

There are three options available to you for this session:

1. We will conduct the session described, and create relevant examples and exercises based on our discussions prior to it.
2. We will interview five sales managers and five sales people, read current proposals, and talk to three customers to use this information to create case studies and "live" application.
3. We will interview as above, send an electronic survey to all participants, talk to customers as above, and talk to three prospects who did not buy your services to create a comprehensive group analysis of current practices and enable the group to immediately build our sales techniques into current prospecting activities on a "real time" basis. *Note that this approach would require a full day's workshop.*

The fee for option 1 is \$7,500; for option 2 is \$9,500, and for option 3 is \$12,000. A 50% deposit is required to hold the date and for us to begin designing the day. The balance is due at the presentation itself. Alternatively, you may avail yourself of a 10% discount by paying the full fee in advance. Expenses will be charged as actually accrued and will be due upon presentation of our invoice subsequent to the session.

Please indicate which option you'd prefer, sign this agreement below, and enclose the appropriate payment.

Thank you for the opportunity to work with you on this important development project. Please feel free to call at any time to further customize the approaches.

For Summit Consulting Group, Inc.:

For Acme Company:

Alan Weiss, President

Title:\_\_\_\_\_

September 26, 2004

Date:\_\_\_\_\_

## Speaking Questionnaire

If you speak, facilitate, train or do other classroom and group activity on a regular basis, it's often helpful to have a uniform document provided for the client so that logistics are executed properly. This advance information can also prepare you better for the engagement.

Although some speakers use pages of these—as if the length creates professionalism—I believe you have to be sensitive to the client's time and attention span. Thus, I favor a relatively brief form, an example of which is on the next page. The form assumes that the objectives, measures, and value of the session are already established in a separate proposal or letter of agreement.

Some hints:

- This isn't a contract or fee schedule. Focus only on preparation.
- Emphasize those areas which can better prepare you and the client to provide a highly successful experience and outcome.
- Provide a self-addressed, paid return envelope if sent by regular mail. If send by email, use a Word attachment to be filled in and send back as an attachment.
- Ideally, try to obtain this between two and four weeks in advance of the assignment.
- Fill in the parts you already know. Don't make the client work harder than necessary (e.g., date, assignment, etc.).

## **Advance Speaking Questionnaire**

Client Organization:

Event Name:

Event Site/Location:

Client Contact:

Site Contact (if different):

Number of People Attending:

Group Description:

- job titles:
- tenure in current job:
- average ages:
- percentage male/female:
- greatest challenges:

Duration of Session:

Start/Stop/Break Times:

Special Needs Individuals:

Opening/Introduction Person:

What Precedes and Follows this Session:

Audio/Visual Requirements:

☐ Overhead Slides      ☐ 35 mm slides      ☐ PowerPoint slides

☐ Video      ☐ Flip Charts/Easels      ☐ White Board/Chalk Board

☐ Lavalier Mike      ☐ Hand Mike      ☐ Podium Mike      ☐ Laser Pointer

Mode of Dress:

Pre-Session Work for Distribution:

Will Evaluation be Used at Conclusion (please provide copy):

Note: Please provide exact directions to location and provide a room the evening before with guaranteed arrival charged to the master bill.

## Speaking Requirements Sheet

Some speakers like to provide a specifications sheet to clients after an engagement has been closed and well in advance of the event. This allows the meeting planners to make appropriate arrangements, or to alert the speaker that some items may not be available. (Note: Excellent meeting planners usually have their own checklist which they provide to the speaker. But many in-house programs aren't managed by professional event planners.)

The sheet on the next page provides for a wealth of alternatives. I suggest that you adapt it (very easily done from the CD included with this book) to those items and conditions you normally have need of.

Some hints:

- Never assume anything is crystal clear. Follow-up prior to the session.
- Bring with you critical materials, such as easel markers or acetates.
- Always have a backup. If the PowerPoint™ fatally crashed, can you use overheads or easel sheets?
- This sheet is ideal to send by email attachment, and kept as a template on your computer.

I've delivered thousands of sessions, and the conditions are seldom perfect and never problem-free. Don't be a prima donna and expect ideal situations. Professional speakers cope with imperfect reality.

## Speaker Requirement Sheet

I'm very happy to be presenting at your event on [date] at [location]. I've listed my audio/visual and logistics needs below. Please confirm that these items will be present, or let me know if something can't be provided. (If nothing is checked, then that item isn't required.)

Thanks in advance for your support and assistance.

- Microphone:

☐ wireless lapel      ☐ hard wired lapel      ☐ hand  
mike  
  
☐ fixed stage mike      ☐ fixed lectern mike      ☐ headset  
  
☐ audience mikes for questions: ☐ standing ☐ hand held

- Visual Aids:

☐ overhead projector      ☐ 35 mm slides      ☐  
PowerPoint™  
  
☐ easel pads, markers      ☐ video playback      ☐ rear  
projection

- Platforms

☐ lectern      ☐ podium on table      ☐ table for  
notes

- Recording:

☐ digital audio      ☐ standard VHS      ☐ digital  
video

- Seating:

☐ rounds of ☐      ☐ classroom: ☐ aisles      ☐ chevron  
  
☐ theater: ☐ aisles      ☐ u-shape      ☐ circle

- Introduction:

☐ enclosed      ☐ will be sent      ☐ none  
required

- Breaks:

☐ none      ☐ of ☐ duration      ☐ your  
discretion

- Product Sales:



☐ back of room      ☐ your bookstore      ☐ in lobby or hall  
☐ from my catalog      ☐ direct to my web site      ☐ book signing  
of ☐ I will ship      ☐ you will obtain      ☐ discount  
of ☐%

• Expenses:

☐ billed subsequently      ☐ included in fee      ☐ you provide  
tickets

☐ on your master bill      ☐ air by ☐ first ☐ coach      ☐ due at  
session

Please confirm with me at [Alan@summitconsulting.com](mailto:Alan@summitconsulting.com) or Summit  
Consulting Group, Inc., Box 1009, East Greenwich, RI 02818.

