

The SPEAKERFLOW

Sales Script Guide

Key Ways to Close Speaking
Deals Every Time

speakerflow.com

INTRODUCTION

Have you ever entered a conversation with an event planner sure they were going to hire you, only to have them slip through the cracks? We feel you. At SpeakerFlow, over half of our team has direct experience with sales, so we know first hand how tough it can be to seal the deal.

That's why we've compiled, in this quick guide, our top tips and tricks for closing speaking gigs and for mastering sales as a whole. If you're not comfortable with selling yet or if you're new to sales altogether, this is the list for you.

In this mini sales handbook, we'll cover a few classic sales strategies and how you can use them as you're meeting with decision makers. We'll also go over a few key questions to ask as you move a potential client through the buying (or "booking," rather) process in your speaking business. That way, you'll not only close the sale. You'll also leave the new client knowing that you actually care, and they're not just a number. Win win!

Lastly, we'll also walk through a few examples of what not to do when selling to event planners. Besides the obvious "no"s, like "don't swear at them" and "don't comment on their personal appearance" (unless you're being nice, of course), there are a few pitfalls that can tank a sale before you know it. Luckily, with this guide, you'll be gracefully dancing around them in no time.

So, ready to start slinging speaking gigs like a boss? I thought so. Read on to get started.

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DETERMINING THE APPROPRIATE SPEAKING FEE

Every speaker knows the battle of finding the right speaking fee. For new speakers especially, walking the line between charging enough to make it worth your time and not charging TOO much can be tough.

Knowing this, before heading into a conversation with an event planner, there are a few factors to keep in mind. It's also important that you do your research beforehand. That way, you head into an initial email or phone conversation fully prepared and knowledgeable about the organization and their needs.

FACTORS TO KEEP IN MIND

Client/Organization Information:

- Name and Industry of Company/Organization/Association
- Past Speakers for the Company/Organization/Association

Event Information:

- Event Length, Location, Venue
- Decision-Maker (Committee, Individual, etc.)
- Expected Attendance Count
- Referral Source (Bureau, Past Client, etc.)
- Food Service During the Event
- Additional Speakers at the Event

KEY QUESTIONS TO ANSWER

- What is the purpose of the event (charity, education, motivation, etc.)?
- How large is the organization hosting the event?
 - How many employees do they have, and how much revenue do they bring in each year?
- What is the average fee for speakers who they have hired in the past?

MASTERING THE "MONEY CONVERSATION"

Once you've done your research, the next step is to contact the event planner or decision-maker and connect with them. For many new speakers, this part of the sales process is the most daunting, as it includes the "money conversation". In other words, if there is going to be resistance to how much you want to charge, this is where you will find it.

That said, just as with determining your speaking fee, there are a handful of tips and tricks to keep in mind. Using these, you can easily navigate the conversation and, ultimately, close the sale.

FACTORS TO KEEP IN MIND

- Event & Client Info from Initial Research
- Role of the Event Contact in the Organization
- Attitude of the Contact (When Entering the Conversation)
- Role of Event Planner (Temporary vs Full-Time)
- Mutual Connections with Contact/Organization Execs

KEY QUESTIONS TO ANSWER

- Is the planner for the event a temporary hire or a permanent employee?
- How does your contact appear to feel when entering the conversation? Letting a stressed out event planner know that you're prepared and experienced will definitely win them over (and help you win the gig).
- Is your contact for the "money conversation" the final decision-maker?
- If it's affordable, would the organization be interested in additional options for after the event, to add value (books, consulting, etc.)?

If you're unsure how these factors and questions apply in a real-life conversation (or how to make them sound natural), no worries! Below is an example script of how a quick conversation with an event planner might go, courtesy of our SpeakerFlow sales team.

Please note that this is considerably shortened, compared to a real conversation and additional questions will be necessary depending on your personal preferences (when speaking), your level of experience, and your focus industry.

THE BASIC MONEY CONVO SCRIPT

BOTH: (Greeting and "Thank you for meeting today")

YOU: "Well, because budgets vary so much, I have a few different options and I'm confident we can find a sweet spot for this event. But, please take the reigns here! Can you tell me a little bit about the event?"

THEM: (Explains where and when event is and mentions that the budget is a bit lower than you usually charge for a keynote)

YOU: "That sounds awesome! From what I've read about you guys, it looks like you're doing some amazing stuff. I'd love to be a part of the event, but that's a little lower than I usually charge for a keynote. In the budget for a speaker, what is included?"

THEM: (Explains that travel is not included in the fee but, because of that, they might be able to push for a higher fee)

YOU: "That makes perfect sense. I understand you're balancing a lot, too, so the budget covers the whole event."

YOU: "Well, how about this. I'll take everything we've talked about here and throw together a few custom pricing options, so you have three different ways to use me at three different investment levels. Does that sound good?"

THEM: (Agrees)

YOU: "Awesome! Well, I will write up a proposal and have it to you within the hour. I know you're busy, so I want to do everything I can to keep this as convenient as possible for you."

THEM: (Says that everything sounds good)

YOU: "Great! Well, thank you, (name) for your time today and considering me for this event! I'll shoot that proposal to you in a bit and I look forward to our next conversation!"

BOTH: (Closing and "Goodbye"s)

PROVEN SALES TACTICS

Besides the questions and factors we've already covered, there are a whole host of traditional sales tactics you can employ to win gigs. From the obvious ones to minutia specific to the speaking industry, below are our top tips and phrases for stellar sales.


Please note that these are purely to get you started. As you become more comfortable handling sales in your focus industry, feel free to tweak these techniques, so they'll specific to your speaking business.

SALES TACTICS TO KNOW

- Get "Small Yes's" Throughout the Conversation
 - Stay Positive
 - Ask Plenty of Questions to Which "Yes" in the Answer
- Listen More Than You Talk
- Be Personal (Ask things like "How've you been?")
- Validate Objections & Defend Them with Questions
- Mirror Their Language & Tone
- Two "No"s & Go (If you're told "No" twice, move on)

SALES PHRASES TO KNOW

- For now, I'd like to put a hold on (event date). That means that I am saving this date for you until a final decision is made and, I'll call you before giving it to someone else for their event. Does that seem fair?
- I already have a fair number of events booked for next year, but I'd love to speak for you when your next event comes. What is a good timeframe for me to touch base with you again?
- I have a client in your area around the time of this event so, I may be able to save you travel costs. Are you open to talking about date flexibility?
- "Off the record" or "I'll take my sales hat off"
- Can you help me understand...
- Can you walk me through...
- Can you talk to me about...
- Can you tell me about...
- Can I bounce a few thoughts off you?



Ultimately, the most important thing to remember when you are selling to event planners is simple: They have a goal that needs to be met. In other words, you are there to show how you can help them meet their goal for the event and provide a service.

Remember, traditionally good salesmen and women don't let their clients know that they've been sold. They leave them confident that they have been heard and their needs have been met. The same is true in the speaking industry.

RED FLAGS

(AKA "THE LIST OF DON'TS")

Just as there are proven ways to crush it in sales, there are also plenty of ways to drop the ball. For the sake of space, we won't cover the obvious ones in this guide (like not being rude to event planners). However, we will cover some speaker-specific factors that could be causing you to lose sales.

They are as follows:

- **Unwillingness to travel for an event**
 - Open dislike for the location or venue
 - Saying you'll only speak for an event if you're already in the area
- **Lack of customization for the event**
 - Side deck for the event isn't custom to the organization in question
 - Speech doesn't relate to the audience (clearly was written either for another audience or to be general)
- **Unwillingness to speak or stay on site for as long as is desired**
- **Virtual presentations**
 - Request that you present via Skype, Zoom or other similar platform
- **Unwillingness to budge from a higher pricing package**
 - Pointing out the decrease in value when they request a lower pricing option
- **Lack of attention to contact's mood**
 - Being loud and pushy with a quiet, introverted event planner
 - Ignoring the "Two No's & Go" rule (see "Proven Sales Tactics" section)
- **Introduction of overly-personal information**
 - Explanation of family details (if they don't ask about it, they don't care, so don't bring it up)
 - Expression of religious or political views (exception for this is, of course, if you are presenting at a political or religious event)

BONUS WAYS TO ADD VALUE

At this point, we've covered sales tactics, pitfalls, and some key questions to ask when you are selling to event planners and/or decision-makers. That said, on top of these, there are tons of additional ways to add value to your presentation and your presence at the event in question. Below are a few common options, as recommended by top speakers in the industry.

LEVEL OF SERVICE

- Creating ultra-custom content for the event
- Attending social aspects of event or hosting one yourself
- Arriving early to the venue to touch base with event planner and add additional custom content
- Hosting another speech or panel while at the event
- Hosting a "hands-on" experience after you present
- Hosting an additional "mastermind" event for promising employees or a private coaching session for interns or lower-level employees
- Presenting keynotes at the beginning and end of event (to save them money on another speaker)

AFTER-EVENT RESOURCES

- Distributing pre and post-event surveys to audience members
- Providing a report of survey fundings and professional conclusions (and how you could help them continue to improve)
- Offering follow-up calls with management, executives, or other organization members for added consulting
- Offering presentation training for management or executives for future events
- Joining an additional call or two relating to your expertise (sales, marketing, etc.) after the event to help analyze their current process
- Hosting a "brainstorming" session at the organization to outline actionable next steps

DIGITAL MEDIA (PRE, DURING & POST EVENT)

- Creating a promo video for the event, for distribution on your social media profiles as well as those of the organization hosting the event

- Recording video and audio of the event (can offer to event planner post-event for a fee or included in a higher price package)
- Post-event webinar or podcast appearance with organization management or executives (to highlight key points of event)
- Participating in TV, radio, phone interviews before, during, or after the event
- Live streaming the event to reach a wider audience
- Audience information capture and follow up with text tools, such as [SimpleTexting](#)

PRINT MEDIA (PRE, DURING & POST EVENT)

- Writing and distributing a one-sheet of your presentation's main points (could also be done digitally)
- Writing a pre-event article about the event, to get people excited about it or to be used in pre-event advertising
- Writing a welcome letter to be used in event materials

PROMOTIONAL PRODUCTS

- Including copies of your book for each audience member as a part of your keynote
- Including a free membership to your online courses or free print training material as a part of pricing package
- Selling your merchandise at the event and donating a percentage of the sales to charity or back to the client
- Donating to the client's cause, silent auction, or door prize offerings
- Offering promotional products (T-shirts, mugs, etc.) to employees /audience members as a thank you

TRAVEL-RELATED DEALS

- Offering to fly coach (not asking for deluxe travel or lodging)
- Requesting only that air travel and lodging costs be covered by the client

MISCELLANEOUS

- Offering custom products or gifts based on your talents (a painting or graphic for the event if you are an artist, for example)
- Joining event attendees pre or post-event for custom fun events
 - Golfing
 - Dinner
 - Comedy show

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Please note that this is in no way intended to take credit for Guest's original work or use this guide for promotion and sales. This is purely educational.

ADDITIONAL RESOURCES

ADDITIONAL SALES TOOLS

Speaker Intel Engine

SpeakerFlow CRM

ADDITIONAL RESOURCES

- "CRMs For Speakers: The Beginner's Guide" from SpeakerFlow
- "Building A Speaking Business? 7 Systems You Absolutely Need" from SpeakerFlow
- "How To Get Speaking Gigs: The Ultimate Guide" from SpeakerFlow
- "Looking For The Top Speaker CRM? Introducing the SpeakerFlow CRM" from SpeakerFlow

Questions or Comments?

Contact us at
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think!

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