Dr. Tony Alessandra's In-Depth Preparation

Personal Preparation

- Tony is not just a "Sales" Speaker. His topics always focus on sales & marketing, customer retention & loyalty, and enhancing one-on-one business relationships; but his presentations are always evolving, based on his constant engagement in the marketplace.

- Tony subscribes to *All Biz Magazine*, several e-zines, and buys current business books, which he scans for key ideas to tie into his speeches and PowerPoint slides.

- Tony also tries to constantly upgrade his A/V support technology: Powerpoint to Director; static slides to audio/video clips and vignettes.

- Tony constantly works at upgrading his products and materials, as well as his craft as a speaker.

- Tony took a series of improvisational acting classes at the Old Globe Theatre.

- Tony has the credentials to back up his message:

    o PhD, CSP, CPAE

    o former college Professor of Marketing

    o successful salesperson and entrepreneur

    o co-founder of MentorU.com

    o founder and CEO of OnlineAC.com

    o Chairman of the Board of BrainX.com

- Tony keeps his speaking schedule at approximately 50 speeches per year to give himself the time, energy, and motivation to stay on the cutting edge with his content and to research his clients properly.

Pre-Speech Preparation

- Tony's Pre-Program Questionnaire (PPQ) is the focal point around which he is able to customize his presentation to the client's special needs. Here's how Tony uses it:

    o He visits the client Website and prints out relevant information.

    o Then Tony makes his first client call to discuss the PPQ, the client's expectations, and to design the first rough draft of slides.

    o Tony gets the meeting program agenda to see if key executives are speaking before him. If so, Tony asks for copies of the executives' speeches so he can build in key points/phrases into his program.

    o He then e-mails tentative program slides based on the first PPQ call and his research above.

    o Tony then makes his second client call to go over his slides and presentation.

    o Tony e-mails his final set of slides to the client to distribute as a handout during his program or a reference after speech.

    o Tony conducts an on-site meeting with the client the evening before or morning prior to his speech for any current information on what's happening at the meeting.

    o For half-day or greater programs, Tony does field research by visiting the client's location.

- Tony is always accessible; returns calls quickly; and is patient, even with demanding clients.

At The Speech

- Tony is well-prepared.

- He checks out the venue and meeting room in advance.

- He sticks to the time-schedule.

- He respects the audience – doesn't talk down to them, etc.

- Tony is down-to-earth and approachable with clients (not a prima donna).

- His highly interactive, entertaining speaking style with strong content is simple and immediately useable by audience members.

- Tony DOES NOT sell products from the platform without client permission and then for only about one minute.

Post-Speech Follow-Up

- Tony believes that building successful long-term relationships with a client depends as much on what he does after a speech as on the speech itself. Here are some of his key follow-up strategies:

    o A thank you letter is sent to the meeting planner.

    o Our professional staff at SpeakersOffice will take any feedback, and ensure your experience with Tony was up to your expectations.

Intangibles

- Tony strives to create 'Moments of Magic' for his clients. Here are some of the ways TONY achieves that:

    o He has a high-quality, successful video demo.

    o Immediate responsiveness to requests for availability and holds.

    o Tony is a prolific author – many product options are available to serve as reinforcement and added value.

    o Tony has an extensive client list that shows experience speaking in nearly every industry, if a prospective client needs references

    o Tony has spoken for almost every major meeting: Assn – ASAE – ASTD – MPI – MDRT – PCMA – IAEM – AHMA – NSPST.

- Tony is reliable – he has only missed 2 speeches in 30 years and more than 2,000 speeches delivered.