

What to Expect from Alessandra's Presentations

Hear it straight from Tony himself.

Here is what you can expect from my presentations...

An opening keynote speech starts your meeting with a bang and keeps everyone talking about my message through the end of the meeting. A closing keynote sends everyone home on an energized "cloud nine." I talk to the level of the audience and connect with them whether they're a group of senior executives, mid-level managers, hourly employees or salespeople.

My style and approach:

I'm a high energy, fast-paced speaker who combines strong content with an entertaining delivery. So you can't miss. I not only make an intellectual connection with your audience but also an emotional one. Clients have described my speeches as college lectures (content) delivered in the comedy club (entertainment).

You need something you can take home.

My content is simple, practical, and easy to remember and use. It is quite common for audience members to successfully use one or more of my ideas from my speech several months after my program. Not only will your audience members learn a lot; they will have a great time. My delivery is funny and electrifying. There is always a lot of laughter and "A-ha's" from the beginning to end at my programs.

My top priority on every assignment:

For the client/meeting planner:

To make him/her a hero. To have the audience members as well as top management rave about their choice of a speaker. To raise a mediocre meeting to good, a good meeting to great, and a great meeting to magical. To be so good that the audience will forget other small problems that may have happened at that meeting. To be invited back by popular demand.

For the audience:

To make them laugh and learn simultaneously. To give them tools to improve their personal and professional lives. To make them forget all their outside problems for the brief time I'm with them by giving them an educational performance unlike any they've ever experienced before. To get them to say, "This is the best speaker I've ever heard."

For the speakers bureau:

To exceed their client's expectations so the client will happily continue to do business with the bureau. To get additional information about the client and its key people to feed back to the bureau for future business and additional business relationships with that client. To seek out additional business opportunities for the bureau to get more business for both of us together.

My content/topic evolution:

I am constantly refining my topics with new, updated material, examples and stories.

The Platinum Rule (formerly called Relationship Strategies), for nearly 30 years, is still constantly evolving, not from year to year to year, but from speech to speech. People, who have heard it several times, over a five year period, tell me they keep hearing new things and learning the concepts at even deeper levels each subsequent program. This is my most polished speech that consistently garners rave reviews and ratings of 10+ on a 10 point scale.

Collaborative Selling has evolved over the years from Non-Manipulative Selling. I've put a heavier emphasis on target marketing, prospecting, selling against the competition, partnering with the customer and customer satisfaction strategies for salespeople to get repeat business and referrals. This program has significant take-home value and numerous funny sales stories to illustrate key sales concepts.

Customer Loyalty is probably my most requested talk. It is simple in structure, compelling in content, with plenty of examples. It focuses on turning your customers into business apostles who "preach the gospel" according to your company. I focus on how everyone in your organization can become more customer-driven and less operations-driven; how to turn moments of misery into moments of magic for your customers; and how to create customer intimacy, customer retention, and customer satisfaction which leads to customer loyalty. I'm constantly "tweaking" this talk based on new material I get from my research, reading and audiences.

The Power of Listening is a new/old topic. In 1978, I was fortunate to be featured in a best selling film on listening. For years, I traveled the world conducting speeches and seminars on listening skills. In 1985, I pulled away from the listening topic to focus on my other topics. Then in 1994, Nightingale-Conant released my newest album, The Dynamics of Effective Listening. It was so successful that I decided to teach that subject again. This program is a dynamic, interactive experience with powerful content and numerous listening exercises.

I strive for my topics, my content, and my examples to be fresh not only for my audiences, but also for me.

Support materials, handouts, and follow-up materials I supply to my clients:

For each of my topics, I provide my clients: an introduction; free handouts from my PowerPoint slides or a 64-page workbook (extra charge); a free, comprehensive set of articles (when requested) to publish in your in-house newsletter or magazine; a free weekly ezine for each audience member to reinforce the concepts of my programs; books, cassette programs, videos, and even full training programs for after-speech follow-up and reinforcement (extra charge); pocket-sized laminated speech summary cards (extra charge); A/V checklist for room setup; Pre-program Questionnaire (PPQ) to tailor my speech to the audience; photos (color and black and white); and easy telephone access to me prior to my program.