



**SULLIVAN
SPEAKER
SERVICES**

**Speaking of Profits:
Increase Your Revenue
With High-Fee Speeches**



What We Will Cover Today



- Market intelligence:
 - Determine the role speaking will play
 - Venues and how buyers decide
- Execution:
 - Three things you need to compete
 - Tips and techniques to make speaking work
- Short trips to the “dark side.”
 - Logical but tragic mistakes to avoid

Market Intelligence Finding #1: Where The Big-Fee Speeches Are



- Association Conferences
- Corporate Events
- Sponsorships

Market Intelligence Finding #2. How High-Fee Buyers Decide



- Success and visibility is a given
- Draw and support
- What hiring you says about them

Market Intelligence Finding #3. Buyers' Perception of Consultants



- Generalist
- Tactical
- Will speak for back-end work

Execution. What Consultants Need to Compete For High-Fee Speeches



- Your identity
- Your point of view
- Your insights

Step #1 – Build Your Identity



- The right to speak
- Claims vs facts
- Telling the story

Step #2 – Creating Your Point of View



- Application of identity
- The premise and problem
- The rhetorical question

Step #3 – Developing Your Insights



- Demonstrates your positioning
- Allows depth
- Two key questions

Final Thoughts



- Role of sponsors
- #1 way to get paid big bucks
- Two key players