

## Audience Impact Maximzer (Pre-Program Questionnaire)

This questionnaire is a valuable aid in customizing Shep's presentation for your audience. Please take the time to fill out all of the **applicable** questions about your audience. (Not every question is applicable!) If you need to use the back of the questionnaire or additional paper, please do so. **The more information Shep has, the better.** It would also be helpful to have the following:

- The agenda that includes Shep's presentation
- Any past agendas from similar meetings
- Brochures about your company, products and services
- Information you are sending the attendees of the meeting; brochures, promotional materials, etc.

Thank you very much, and we look forward to working with you!

PLEASE RETURN THIS QUESTIONNAIRE TO:

### **SPEAK!**

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[www.franchisespeakers.com](http://www.franchisespeakers.com)

## Audience Impact Maximizer

Name of company/organization/association: \_\_\_\_\_

Name of person completing this questionnaire: \_\_\_\_\_

Phone number (and extension): \_\_\_\_\_ Email address: \_\_\_\_\_

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

Starting time of Shep's program: \_\_\_\_\_

Ending time of Shep's program: \_\_\_\_\_

Presentation Site: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_

### **Travel Arrangements**

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

Flight arrangements: Shep usually makes his own air reservations.

Closest airport: \_\_\_\_\_

Hotel accommodations: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_

Hotel confirmation number: \_\_\_\_\_

Ground Transportation: \_\_\_\_\_.

## Audience Profile

1. Audience size: \_\_\_\_\_
2. How will the audience be seated?  
 Theater  
 Classroom  
 Round tables  
 Other (please specify): \_\_\_\_\_
3. Are spouses invited?  Yes  No
4. Percentage of males/females? Males: \_\_\_\_\_% Females: \_\_\_\_\_%
5. Please describe in one or two sentences what your company or organization does.
6. Please describe the audience. What are the major job responsibilities, titles, etc. (This is very important!)?
7. Who are the customers of the audience?
8. Please list the names of key company executives (and their positions) who will be attending the meeting.









## Retaining Information

27. The goal of every program that Shep presents is to have people retain the information for as long as possible. There are many ways to do this, and we would like you know about a few of them. Deep discounts are available for products booked in conjunction with a speech.

*Moments of Magic* (160 page book) focuses on building relationships with customers (external and internal), meeting/exceeding expectations and customer service/loyalty. The book retails for \$12.95 and quantity discounts are available.

Yes, I am interested in purchasing copies of *Moments of Magic*. Please call me to discuss.

*The Loyal Customer: A Lesson from a Cab Driver* (64 page book) is a short story about a cab driver that clearly illustrates how to build customer loyalty. Following the story and interview with the cab driver there are seven study questions that will help the reader take their customer service to a higher level. The goal is not to have a satisfied customer. The goal is to have a loyal customer! The book retails for \$8.95 and quantity discounts are available.

Yes, I am interested in purchasing copies of *The Loyal Customer*. Please call me to discuss.

*The Cult of the Customer: Create an Amazing Customer Experience that Turns Satisfied Customers into Customer Evangelists* (256 page book, published by Wiley) is the Wall Street Journal best selling book on creating an amazing customer experience. Because the book is published by Wiley, we arrange the sale of books through the retailers/distributors that give us the best price and pass the savings on to you. The book retails for \$21.95 and we can usually get a 35% (approximately) discount for our clients.

Yes, I am interested in purchasing copies of *The Cult of the Customer*. Please call me to discuss.

**Customer Service Articles:** Shep has written hundreds of articles, most of them on customer service and internal service related topics. We've created a PDF document of over 100 of them and they are available for you use and **there is no charge to use these articles**. They can be used in your organization's publications, emails, etc. All we ask is that you include Shep's bio at the end of the article and send us copies of any publications in which they are used.

Please send me the articles on customer service.

*The Shepard Letter:* This is an emailed publication. It includes business articles, motivational quotes, etc. Just go to Shep's web site ([www.hyken.com](http://www.hyken.com)) and register. **There is no charge to receive The Shepard Letter**. You are welcome to register as many people as you would like. You can even send us a list of the people you would like to receive it and we'll take care of signing them up. No limit – the more the better!