



SpeakerNet News

P R E S E N T S

Creating Add-On Options to Explode Your Income During Tough Times

A teleseminar with Warren Evans, CSP and
Kit Grant, CSP


Interviewed by Rebecca Morgan, CSP, CMC

Contents of this report:

- Synopsis of the teleseminar from the SpeakerNet News Web site, with an overview of the program contents and background information for Warren Evans and Kit Grant.
- Edited transcript of the teleseminar interview. The verbatim transcript has been edited to improve readability and to provide a list of additional resources.

SpeakerNet News

1440 Newport Ave. San Jose, CA 95125 408.998.7977
editor@speakernetnews.com • www.speakernetnews.com



Creating Add-On Options to Explode Your Income During Tough Times

with Warren Evans, CSP and Kit Grant, CSP

You're most likely leaving money on the table in most of your engagements. By building in non-standard services, you can increase each client's bill significantly, while adding tremendous value. Discover additional revenue sources from each engagement and expand your possibilities with tools and tips that positively impact your relationship with the client.



Differentiate yourself in the marketplace by altering your perceptions of that relationship and taking action on steps that others may not be aware of.

You will learn:

- how successful speakers add value and revenue from the first conversation
- some common missteps that are costing you money
- keys to dramatically increasing repeat and referral business
- how to use your on-stage performance as a key marketing tool

Why Kit & Warren:

With more than a combined 65 years in the speaking business, Warren Evans and Kit Grant are active keynote speakers having delivered programs on six continents. Both have earned the Certified Speaking Professional designation, both have been inducted into the Canadian Speaking Hall of Fame and both are past presidents of the Global Speakers Federation. With a wealth of knowledge about what works in the business and from the platform, each holds a reputation for no-holds-barred candor.

www.wevans.com www.kitgrant.com

SpeakerNet News Teleseminar
“Creating Add-On Options to Explode Your Income During Tough Times”
with Warren Evans, CSP and Kit Grant, CSP
Interviewed by Rebecca Morgan, CSP, CMC

REBECCA: Let me introduce our guest experts today. Both Kit Grant and Warren Evans are active keynote speakers, CSPs, and members of the Canadian Association of Professional Speakers Hall of Fame. We asked them to share with us some of their ideas on how to make more money from each engagement, whether it’s a keynote, breakout, training, or consultation. Thank you both for being with us today.

BOTH: Thanks for having us, Rebecca.

REBECCA: Let’s start with why you think most of our listeners may be leaving money on the table.

KIT: I think the primary reason is because many people in the business, we’ve noticed, including myself, have failed to approach the speaking business as a business. Some of us do it for fun. Some of us do it because we think we have a calling. Some of us do it because we want to share our pain with others. There are many reasons for getting into the business, but until you start to run it like a business you’re not picking up all of the money that’s available.

I think we have to take a more dedicated business approach and understand that the primary reason that people don’t last for a long time in the business is because they’re just not making any money.

REBECCA: Warren, I’m sure you have some two cents to add.

WARREN: Well, as often happens, my buddy is partly right. I would add to that that we come into the business and we look to the people who have been very successful in the

business. We look to emulate their models. There was a time in this business where we could go from engagement to engagement and what we sold were platform engagements. We need to go to school more effectively on some other businesses in terms of better understanding our customers. There's a guy in Calgary who ran a little business very successfully making very fancy stair railings and dealing with builders of new homes. He sold them all the stairs. When the housing market started to crash, which he saw coming, he shifted his model to a one-store shop of all the woodwork that goes on in the house—the door frames, baseboards, all that kind of stuff. He moved his average sale per house from \$3,000 to a little over \$35,000.

We need to look at the same thing. Let me speak to the corporate side, but you can do the same thing with an association. The first question should be, “Is this a one-hit thing that you want me to do for 57 minutes or is this the beginning of an ongoing process that is designed to enhance your people’s capability over a long period of time?” We need to think that way, and that’s a good first question.

REBECCA: That keys into adding value and uncovering needs from the very first conversation. Part of that is the questions to ask even in the exploratory conversation that will lead to a bigger ticket sale.

WARREN: With any kind of luck, the response you get to that question is, “What do you mean?” That translates to, “Tell me about all the things that you can do to help solve my problem.”

REBECCA: What about when we’re called by the tire kickers? The admins who can’t really answer that question and will not give us access to the decision maker?