



This packet is designed to help us prepare a program specifically suited to the needs of your group. Please take a moment to fully answer all of the questions and return the form to our office. Thank you.

Your Name/Title: _____
Organization: _____
Address: _____
Telephone: _____ Fax: _____
Presentation Date & Location: _____

Special Request

Please send any available printed material on your organization, products/services, employees, etc. Also, please provide us a camera-ready, black & white copy of your logo if possible.

Audience Profile

1. Audience:
Number attending: _____ Are spouses invited? Y N
Average of males: _____ Percentage of females: _____
Average age group: _____ Range of age _____ to _____
Annual income (range & average): _____
Educational level: _____
How are these people paid? (Salary? Bonus? Commission? _____)

2. What are the major job responsibilities of those in the audience?

3. What are their correct titles? _____

4. Will there be many people in the audience who do not fit the description above? Y N
If so, please explain: _____

5. What three main things do you think I should know about your group before addressing them?
1. _____
2. _____
3. _____



6. Who do these people (the audience) deal with most often? Please paint a word-picture of their typical “customer”. _____

7. What areas of their overall working performance are ripest for improvements?

8. What are the names and proper titles for the following individuals in your organization?
President/CEO _____
VP of Sales/Marketing _____
Director of Training/Education _____
Sales Manager _____
Meeting Planner _____
Customer Service Manager _____
9. If your group is smaller than 50 people, please send a list of their names and titles so that Mr. Hoffman can be aware of them in advance.

Background

1. What professional speakers have you used in the recent past and what did they cover?
Speaker: _____ Topic: _____
Speaker: _____ Topic: _____
2. What did you specifically like/dislike about their performance? Why? (Feel free to withhold names and only comment on their work.)

3. What are the most significant events that have occurred in your industry, organization, or group during the past year? (i.e., mergers, relocations, etc.)



4. What are some current problems/challenges/breakthroughs experienced by your industry/organization/people?

The Industry:

Problems: _____

Challenges: _____

Breakthroughs: _____

**Your Organization
And People**

Problems: _____

Challenges: _____

Breakthroughs: _____

5. Please share with us any inside information you can think of relating to your organization or industry (i.e., did a major firm go bankrupt? Is there tension between certain groups? Does your top performer race turtles on weekends? Etc.) _____

6. What is the primary **product/service** that you offer? _____



7. What are the two most important **benefits** you offer to your customers?

- 1. _____
- 2. _____

8. What are the unique features of this product/service that differentiates it from competitive product/services? _____

9. What are the most common objections received from customers or prospective customers? _____

10. Who are the major competitors in your market areas? _____

11. What are your major weaknesses compared to your competitors? _____

12. What are your major strengths compared to your competitors? _____

Congratulations! You're finally done. The time you've spent answering these questions will make a positive difference in the quality of our program. Thank you!