



14 Questions to Ask Before Booking Any Expert Leadership Trainer or Speaker

Question	About the Speaker	Rate (1-5)
What is the speaker's name and does their brand reflect a strong leadership message?	Speaker Name: Speaker Brand:	
Does this speaker/trainer have any credentials (certificates or a degree)	List Credentials:	
Has this speaker/trainer ever worked as a leader in major corporations?	List Corporations:	
Has this speaker/trainer ever trained managers of corporations?	List Cliental:	
Is the speaker/trainer's format designed to inspire immediate action?	Speaker's Format: Do they offer worksheets at no extra charge?	
Can the speaker fill multiple slots (keynote, emcee, breakout session) to save on speaking fees/travel?	Speaker Multiple Offers: What else would you like the speaker to do?	
Does the speaker's content match your group's core issues?	Group's Core Issues: Benefit's of Speaker's Message:	
Does the speaker/trainer engage the audience with participation?	Speaker's Type of Engagement:	
Does the speaker provide a pre-program questionnaire to get to know your group better for customization?	Yes or No? Do they charge for customization?	
Does the speaker/trainer only use clean humor and stories?	Yes or No?	
Does the speaker/trainer provide valuable content as well as being entertaining?	Yes or No?	
Does the speaker/trainer hard sell products during their presentation or give value with an opportunity to learn more if desired?	Hard sell or give value with an opportunity to learn more if desired?	
Does the speaker/trainer respond within a timely manner to your emails, phones calls and requests?	Yes or No?	
What is the speaker's fee and how does it compare to other leadership speakers at their level?	Fee? Comparable?	
Total Rating Score		

Are you ready to bring one of the top leadership speakers to your next association meeting, annual conference, executive retreat or corporate event? Contact Betsy Allen-Manning's office now to explore how we can work together to make your next event a success!