

28 September 2024 - Global Speaking Summit Bali.

Questionnaire send to all Global Speaking Fellows. I received 14 responses.

Question 1: Most professional speakers secure engagements through a variety of sources including referrals and word of mouth, speaking agencies, social media, personal and professional networks, their online presence, direct outreach, content marketing, media appearances, event platforms, and published works. Can you estimate which percentage of your speaking request are coming via referrals or word of mouth (could be spontaneous or via a structured process)? If you can distinguish between referrals or word of mouth from colleague-speakers / clients that would be great. Eg: 70% of all my speaking requests come via word of mouth - 15% come via colleague speakers, 55% come via clients.

- 75% referrals 15% word of mouth
- 80% of all my speaking requests come via word of mouth - 10% come via colleague speakers, 60% come via clients.
- 10%
- 50% of all my speaking requests come via word of mouth - 15% come via colleague speakers, 30% come via clients
- 95% are word of mouth or repeat clients. 1% or less is from other speakers
- Most of my existing work comes from repeat work with clients. The original work comes from a variety of sources. I guess it's about 10% referrals these days. 30-40% referrals i suspect but not sure; very small number from colleagues
- 75% word of mouth - through Clients . 25% Bureaureau
- 60% marketing, 25% fellow speakers, 15% clients (last 10 years)
- 30% from speakers, 40% from word of mouth, and 30% from clients
- I don't have the breakdown between the two, but 97% of our business comes from WOM or referrals Word of mouth and synchronicity - yes i really know that synchronicity attraction is how my clients find me
- 20%
- 20% comes through referrals, 40% bureaus, 40% direct

Question 2: I distinguish between referrals from fellow speakers and those from clients. Do you have a specific process or system for obtaining new referrals for one of these groups?

- 50% (7/14) No I don't have a process to get new referrals
- 50% (7/14) Yes I have a process to get new referrals via clients
- 35% (5/14) Yes I have a process to get new referrals via colleague speakers

Question 3: Could you describe your referral process between speakers? Specifically, what steps do you take when you receive a speaking request from a client but are unable to fulfil it due to a scheduling conflict, lack of availability, or it being outside your area of expertise?

- 50% (7/14) I will recommend the client to reach out to a specific speaker (or small group of speakers) - no commission needed.
- 35% (5/14) I will recommend the client to reach out to a specific speaker (or small group of speakers) in exchange for a commission/referral fee.
- 7% (1/14) I'll just say that I'm not available. No further referral to other speakers or agencies.
- 7% (1/14) I provide the speaker under my banner - like I'm the bureau.
- I've gathered several strategies that speakers use to ask clients for referrals. Which of these strategies do you also use? And please add other strategies in the 'other section'.

Question 4: I've gathered several strategies that speakers use to ask clients for referrals. Which of these strategies do you also use? And please add other strategies in the 'other section'.

- You always arrange a follow up meeting with the client where you ask for a referral.
- I don't have a strategy and hope that clients will recommend me if I did a good job., It's organic. They refer me if / when they want / can
- Do it already in advance. Make it part of your sales process - tell the client that you will ask for a referral after the speech.
- You send afterwards a thank you message/gift and ask for a referral at that moment.
- I don't have a strategy and hope that clients will recommend me if I did a good job., They do recommend me and I don't need to ask.
- You send afterwards a thank you message/gift and ask for a referral at that moment., You always arrange a follow up meeting with the client where you ask for a referral., For annual events, I make a note in my diary for the same date one year later as the client contacted me, and contact them to recommend a speaker (and remind them I exist). Not technically a referral, but it gets me referrals. Generosity creates generous networks.
- You send afterwards a thank you message/gift and ask for a referral at that moment.
- I don't have a strategy and hope that clients will recommend me if I did a good job., My business model is that if I do a good job, they talk about it. You send afterwards a thank you message/gift and ask for a referral at that moment.
- I don't have a strategy and hope that clients will recommend me if I did a good job.
- Do it already in advance. Make it part of your sales process - tell the client that you will ask for a referral after the speech., You send afterwards a thank you message/gift and ask for a referral at that moment., You always arrange a follow up meeting with the client where you ask for a referral.

- I don't have a strategy and hope that clients will recommend me if I did a good job., synchronicity attraction
- Do it already in advance. Make it part of your sales process - tell the client that you will ask for a referral after the speech., You always arrange a follow up meeting with the client where you ask for a referral.
- I have a survey at the end of my presentation - will share this also at GSS

Question 5: Can you elaborate a bit more on your best client-referral strategy that you use? What do you specifically do? Eg I have created a book-voucher that the client can share with 3 connections and if those people respond, they get a free book with regards from me & my previous client.

- I simply mention it
- None. They refer me if they find value in what I do. I use the clients linkedin and ask who they know that I want an intro too
- I do NOT have a special strategy, I just do it intuitively ...
- I ask them about other events/training they coordinate after the event. I indicate that if they want someone different, I can provide other trainers/speakers and act as the mediator. As I have already built trust, this bureau/speaking company set up works perfectly. It makes it easy as pie for them without any fear (they trust me), and I get to work with a variety of speakers too (and yes, I take a percentage just like a bureau does)
- I ask, but don't push. This is not a big strength for me and my team. i just signed up for talkadot not sure how that will work - i don't have a specific strategy
- If there is interest or enquiry. I always send my book as a gift. After that, I usually get a call. I ask them who of their clients could benefit from my services and then request their details. I send individual personal email recommendations after I am done speaking, if they love me then they will usually respond and hopefully they will book my recommendations...just karma!
- Every speaking engagement includes a post-event (virtual) connect with the client team and my team. We ask what went well, what could have been better. How overall satisfied they are with the before, during, after of my and my team's involvement. At the end of that conversation, we state that if they are happy with the outcomes, we would be honored if they would recommend us to others (often within their own organization, because I work with very large global MNCs). I've done this consistently for almost two decades - the list of names and connections I have is very large, as a result. And inevitably, a referral comes from that process. That, combined with repeat business that comes from happy clients, this has fueled our business so that we don't have to "market" anymore (I'll be speaking on this at the convention!)
- synchronicity - like attracts like. I intend for clients and they come my way at teh right time
- I tell them up front I'm looking for more business and that I will ask them for a referral at the end, they only have to give one if they are happy with my work. If there is some issue with the presentation, I won't even talk about referrals after the event
- Survey at end of each presentation

Question 6: Any other tips concerning referrals for your fellow speakers at the Global Speaking Summit in Bali? Thanks a lot for your time & willingness to share your expertise.

- Always do more than other speakers. The referrals will come. I don't only speak. I also deliver culture transformation interventions. And I collaborate with / partner with speakers who refer me on a revenue share basis.
- my 3 tips: marketing - marketing - marketing
- If you expect referrals when you recommend, you need to say so in advance. Don't assume.
- I have been speaking for 33 years. I have not been strategic or deliberate about referrals etc. and am still getting work. I see hustlers in our game and it spells "desperate". I spend my energy in giving my client a wow experience - loving on them and their people and in return they talk about the session with others. I ask nothing of them. I am very uncluttered.
- Refer fellow speakers you trust triggering a feeling reciprocity. You should find referrals coming your way from some of them.
- Don't ever send multiple referrals on a single email, that will guarantee that none of your recommendations will get chosen...you have to do it individually, so the planner/CEO can respond accordingly...
- Synchronicity is used by all speakers - I am the first to articulate it - its growing field. we attract clients when it is right and make connection through the quantum field
- I have a trusted group that I prefer to refer to. I educate them on what I do and in return they educate me about what they do, so we can act as defacto sales people for each other. Plus this group does not compete with me on my topic and vice versa