



Client Pre-Program Questionnaire

Name of Client or Group: _____

Date of Program: _____

Program Topic: _____

This questionnaire will enable Mark to tailor his presentation to the specific needs of your group. Please answer all questions as completely as possible, but feel free to skip those which would duplicate a previous answer or which might be irrelevant to your group.

Please include whatever printed information is available which you feel would help Mark understand your organization's people, products/services and industry. Mark would rather have too much information than too little. This could include:

- Meeting specific –
agenda required;
promotional
brochures-optional
- New employee
orientation kit
- Annual Report
- Newsletters – internal and external
- Advertising, product literature & other
promotional materials
- Current articles about your industry
- Newspaper or magazine articles about your
organization
- Trade publications

The purpose of this questionnaire is not to create additional work for you, but to significantly increase the value of the program for you people. Thank you!

2 Ways to Complete this Form

1. Fill out this form on your PC
 - a. Save it to your hard drive giving it a unique file name (**example:** your_org_ppq.doc or your_org_ppq.pdf depending on format)
 - b. Email it as an attachment to info@tewart.com
2. Print out this questionnaire
 - a. Complete it by hand
 - b. Fax it to 513-934-4588 or mail to the address below.

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TEWART

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The Meeting

1) What happens before and after Mark's talk:

2) Who will introduce Mark? Name: _____

3) Meeting theme: _____

4) Specific purpose for the meeting: _____

5) Top 3 objectives for Mark's presentation:

1) _____

2) _____

3) _____

6) Sensitive issues to avoid: _____

7) Are there any messages that you would like Mark to reinforce? _____

Audience Analysis:

8) Number of Attendees: _____ Female%: _____ Male%: _____

Age Range: _____ to _____ Spouses Invited: Yes No

9) General description of audience: _____

10) What other information should Mark know about the audience?

The Organization

11) What is your organization proud of? _____

12) Please provide a "state of your industry" statement: _____

13) Mission statement for company: _____

14) Do you have any key phrases you often use? _____

15) Primary products and /or services: _____

16) Who are your customers by type? _____

17) Who are your major competitors by name and product category? _____

18) Who is your primary competitor from the above list? _____

19) Biggest opportunities present and/or future? _____

20) Biggest challenges your organization is facing: _____

21) Do you have any corporate "heroes" (other organization or leaders admired, studied, or referenced by your

managers)? _____

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22) What training programs have the audience members been through? _____

23) What is unique about your group? _____

24) Using only 3-4 adjectives, please describe the kind of speaker who has been a big hit with this group:

Adjective 1 _____ Adjective 3 _____

Adjective 2 _____ Adjective 4 _____

25) How will you know if Mark was a hit? _____

26) How did you hear about Mark? **(Please check any that apply)**

- | | |
|---|---|
| <input type="checkbox"/> Speaker's Bureau | <input type="checkbox"/> Read a Book or Article by Mark |
| <input type="checkbox"/> Web Site | <input type="checkbox"/> Heard Mark Speak |
| <input type="checkbox"/> Word of Mouth | <input type="checkbox"/> Other _____ |

27) What prompted you to Hire Mark for your event? **(Please check any that apply)**

- | | |
|--|---|
| <input type="checkbox"/> Demonstrated Expertise | <input type="checkbox"/> Used Mark Before |
| <input type="checkbox"/> Video Preview | <input type="checkbox"/> Heard Mark Speak |
| <input type="checkbox"/> Bureau Recommendation | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Book or Article written by Mark | |

28) Are there any other speakers on the program, if so identify them by name, title and topics they will discuss:

29) What speakers have you had in the past? _____

30) Depending on the success of this presentation, what other presentation topics would be considered for the future? _____

Other Sources

Clients are often interested in providing a learning resource or gift to attendees such as a book, audio or videotape to extend the value and impact of Mark's presentation.

Would you be interested in discussing this option? Yes No

Please feel free to create links from your website to ours if you'd like to introduce your group to Mark prior to his presentation. Some useful links include:

Home Page – www.marktewart.com
Mark's Preview Video – www.marktewart.com
Resources – www.marktewart.com
Books & Tapes – www.marktewart.com

Mark publishes a monthly 'ezine'. In this 5-minute read, Mark provides insight and observation on sales, sales marketing, and sales management.

Web Links

To subscribe your group, simply send a list of email addresses to the attention of info@tewart.com. Subscriptions are free and you can unsubscribe at anytime. We adhere to a strict privacy policy.

Individual subscribers can go to www.tewart.com.

Books & Tapes