

Juanell Teague

Speaker Marketing Staff

Recruiting & Training an Effective Team

Speaker Marketing Staff Brings These Results:

- An systematic approach to recruiting and training staff
- Eliminates task work for the speaker
- Instant lead follow-up
- Consistent process to keep moving the speaker forward
- Increased performance through monitoring
- Builds marketing confidence and results

What is *Speaker Marketing Staff*?

Person(s) dedicated to assisting the speaker in marketing to leads to close new business.

What problem does *Speaker Marketing Staff* solve?

Lack of speaker's time or ability to reach new markets and revisit former clients to increase revenue.

How does *Speaker Marketing Staff* solve this problem?

Delegation to competent person(s) trained in a custom-designed marketing process to expand the speaker's ability to tap new markets, reconnect with old clients, and increase income.

What You Will Discover:

Identifying

- Clearly defined requirements for a speaker marketing assistant
- Screening and interviewing techniques to find the right person

Training

- "Hands-on" effective training techniques for person(s) hired to do speaker marketing
- A custom-designed manual of scripts and sequential speaker marketing steps

Monitoring

- Steps necessary to ensure the marketing staff is effective
- Review, discuss results and take action in real time



Juanell Teague provides accelerated career transformation to speaker industry professionals and to those in transition.

"This process helped me hire the right person to come in and take over the business, never miss a step, and free me up to devote my time to speaking."

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- Beverly Chiodo, Ph.D.
Speaking of Character