

## Audience Impact Maximizer (Pre-Program Questionnaire)

This questionnaire is a valuable aid in customizing Shep's presentation for your audience. Please take the time to fill out all of the **applicable** questions about your audience. (Not every question is applicable!) If you need to use the back of the questionnaire or additional paper, please do so. **The more information Shep has, the better.** It would also be helpful to have the following:

- The agenda that includes Shep's presentation
- Any past agendas from similar meetings
- Brochures about your company, products and services
- Information you are sending the attendees of the meeting; brochures, promotional materials, etc.

Thank you very much, and we look forward to working with you!

PLEASE RETURN THIS QUESTIONNAIRE TO:

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Shepard Presentations  
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## Audience Impact Maximizer

Name of company/organization/association: \_\_\_\_\_

Name of person completing this questionnaire: \_\_\_\_\_

Phone number (and extension): \_\_\_\_\_ Email address: \_\_\_\_\_

Presentation Date: \_\_\_\_\_

Starting time of Shep's program: \_\_\_\_\_

Ending time of Shep's program: \_\_\_\_\_

Presentation Site: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_

### **Travel Arrangements**

Arrival Date: \_\_\_\_\_

Flight arrangements: *Shep usually makes his own air reservations.*

Closest airport: \_\_\_\_\_

Hotel accommodations: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone #: \_\_\_\_\_

Hotel confirmation number: \_\_\_\_\_

Ground Transportation: \_\_\_\_\_.

## Audience Profile

1. Audience size: \_\_\_\_\_
2. How will the audience be seated?  
 Theater  
 Classroom  
 Round tables  
 Other (please specify): \_\_\_\_\_
3. Are spouses invited?  Yes  No
4. Percentage of males/females? Males: \_\_\_\_\_% Females: \_\_\_\_\_%
5. Please describe in one or two sentences what your company or organization does.
6. Please describe the audience. What are the major job responsibilities, titles, etc. (This is very important!)?
7. Who are the customers of the audience?
8. Please list the names (and positions) of key company executives who will be attending the meeting.

## The Meeting

9. What is the "theme" of your meeting?
  
10. What is the reason/purpose/goal for this meeting? (annual sales conference, industry meeting, incentive program, etc.)
  
11. Who else will be speaking at the meeting (and on what subjects)?
  
12. Who has spoken in the past (and on what subjects)?
  
13. What takes place immediately before and after Shep's presentation?  
Before:  
  
After:
  
14. Who will introduce Shep? \_\_\_\_\_









## Retaining Information

29. The goal of every program that Shep presents is to have people retain the information for as long as possible. There are many ways to do this, and we would like you know about a few of them. **Discounts are available when purchased in conjunction with a speech.**

*Moments of Magic* (156 page book) focuses on building relationships with customers (external and internal), meeting/exceeding expectations and customer service/loyalty. The book retails for \$19.95 and quantity discount is 40%, or \$11.97/book.

Yes, I am interested in purchasing copies of *Moments of Magic*. Please call me to discuss.

*The Loyal Customer: A Lesson from a Cab Driver* (64 page book) is a short story about a cab driver that clearly illustrates how to build customer loyalty. Following the story and interview with the cab driver there are seven study questions that will help the reader take their customer service to a higher level. The goal is not to have a satisfied customer. The goal is to have a loyal customer! The book retails for \$8.95 and quantity discount is 40% off, or \$5.37/book.

Yes, I am interested in purchasing copies of *The Loyal Customer*. Please call me to discuss.

*The Cult of the Customer: Create an Amazing Customer Experience that Turns Satisfied Customers into Customer Evangelists* (256 page book, published by Wiley) is the *Wall Street Journal* bestselling book on delivering amazing service and creating customer loyalty. Filled with dozens of examples and stories, this book includes the five phases (or cults) that all businesses go through on their way to creating customer amazement. The book retails for \$21.95 and quantity discount is 35%, or \$14.27/book.

Yes, I am interested in purchasing *The Cult of the Customer*. Please call me to discuss.

*The Amazement Revolution: Seven Customer Service Strategies to Create an Amazing Customer (and Employee) Experience* (224 page book, published by Greenleaf Book Group) is the *New York Times* and *Wall Street Journal* bestselling book on seven powerful strategies that will help you and your organization create customer amazement. Shep uses 50 role model companies as he teaches how any organization or individual can create an amazing customer experience. Customer service is not a department. It is a philosophy that must be embraced by everyone in the organization. The book retails for \$24.95 and quantity discount is 35%, or \$16.22.

Yes, I am interested in purchasing *The Amazement Revolution*. Please call me to discuss.

*Amaze Every Customer Every Time: 52 Tools for Delivering the Most Amazing Customer Service on the Planet* (240 page book, published by Greenleaf Book Group) highlights Ace Hardware as the perfect role model to inspire your customer service efforts. Included in the book are a variety of examples of how Ace's over-the-top work with customers earned them the highest ranking in their industry for customer satisfaction and got them named one of *Businessweek's* top 10 customer service brands in America. In this book, Shep discusses how amazing service requires everyone in an organization to step up and be a leader – whether they have a title or not. This book retails for \$24.95 and quantity discount is 35% or \$16.22.

Yes, I am interested in purchasing *Amaze Every Customer Every Time*. Please call me to discuss.

**Customer Service Articles:** Shep has written hundreds of articles, most of them on customer service and internal service related topics. We've created a PDF document of over 100 of them and they are available for you use and **there is no charge to use these articles**. They can be used in your organization's publications, emails, etc. All we ask is that you include Shep's bio at the end of the article and send us copies of any publications in which they are used.

[ ] Please send me the articles on customer service.

***The Shepard Letter***: This is an emailed publication. It includes business articles, motivational quotes, etc. Just go to Shep's web site ([www.hyken.com](http://www.hyken.com)) and register. **There is no charge to receive *The Shepard Letter***. You are welcome to register as many people as you would like. You can even send us a list of the people you would like to receive it and we'll take care of signing them up. No limit – the more the better!