

Frequently Asked Questions

Bill gets regular calls from meeting planners and sales managers who want to know how a business speaker or trainer can fit into their program and what value does he specifically bring to their event. Here is a list of questions that he regularly answers.

Bill uses 'CSP' behind his name - What is a CSP?

The **Certified Speaking Professional** designation, established in 1980, is the international speaking industry's measure of professional platform skill. The CSP is conferred by the National Speakers Association of Australia (NSAA) on those accomplished speakers who have earned it by meeting strict criteria.



Fewer than 10% of the speakers who belong to the Global Speakers Federation, the body representing professional speaking associations worldwide, hold this professional designation. CSP is the international standard they agree represents competence in the speaking profession.

The letters CSP following a speaker's name indicate a speaking professional with proven experience who understands what is required and knows how to deliver client satisfaction. To date there are only 8 CSP's in New Zealand.

How many years of experience does Bill have in his field of endeavour?

Bill has over 20 years of experience as a professional speaker and trainer and has been employed in a variety of positions in sales and management over the years. Subsequently he now possesses the experience and expertise to help individuals, groups and organizations achieve their goals of increasing and growing their business revenue.

Having recently being awarded the Business Speaker of the Year (2012), The National Speakers Association of New Zealand has recognised Bill's ability to transfer this expertise through to his audiences using his speaking skill.

Is Bill only a Conference "Keynote" Speaker? Or does he offer professional development programs as well?

He can do both. Bill excels in most forms of delivery – An organization may bring Bill in to deliver a program for a select group of people, or an association may hire him to speak at a meeting they're having. Alternatively, Bill may be asked to conduct a long-term professional development program or just a one on one coaching session.

Whichever role you require Bill to perform, he will exceed your expectations.

How long is your “typical” program?

Most of Bill’s presentations fall into one of three categories: keynote addresses, half-day and full-day workshops or seminars. He also can design for your business an in-depth professional development program, spanning a few days or months through to multiple years.

A keynote may be anywhere from 30 to 90 minutes in length. A half-day program would last up to 3 hours, and a full-day program could give up to 6 hours of contact time.

If you want Bill do more than one presentation on the same day or a shorter presentation, that’s fine. Perhaps you’d like him to give a keynote address and then offer one or more breakout sessions. Or maybe you’d like him to address several groups throughout the day. That’s fine. You’re the customer, and we’ll find a way to make it work for you.

How would you characterize Bill’s “style” of speaking?

Humorous, high content and high involvement. Bill always wants his audience to feel, know, and do something differently when they leave the event. We know that people need more than motivation. They also need some specific skills that they can take back to their jobs and their lives. And they need some skills they can use immediately. So Bill gives out a lot of practical content in his programs and for him the answer lies in a really fun program that uses humour to get people to relax, laugh and listen.

Can I see Bill Speak before I book him?

If you would like to contact us we could arrange a demo file to be sent out/uploaded to drop box for you to view.

Then if you want to see him live phone Bill and if it’s at all possible we may be able to arrange a seat for you at his next event.

Will you customize your speech for our organization?

Bill will always customize your event based on your needs and your company. You won’t get the one-size-fits-all type of program from us. We’ve sometimes spent many days designing, researching and preparing for a single event.

"Bill actually did what he said he would do, he asked questions about our business model and ensured that he actually understood my responses. This information was tailored into his presentation, including last minute updates after "mixing" with our group". Neil Welsh-Divisional Franchisor- Jims Test & Tag

Our industry is highly specialized. Can the program be tailored to meet our specific needs?

Yes. Bill will spend considerable time with your management team and staff to develop a course outline that addresses your needs. Thereafter we can meet and discuss the outline and expected outcomes with the intended participants to make sure that the delivery is aligned with the proposed outcomes. The end result means that the tailored programme up-skills the participants in the precise areas required.

What level of people do you work with?

All levels from the frontline to senior executives. Bill has spoken to senior management and he's spoken to groups of entry-level employees - and everyone in between. Bill's programs are designed with your exact audience in mind.

"Your delivery and material was excellent. You challenged them in a way that did not threaten and kept them engaged the whole time. Everyone took something away they could use. It was a real cross section from senior management to telephone consultants but you accommodated them all. Well done" Andrew Bowman Managing Director First Travel Group

There are plenty of speakers and trainers to choose from - what makes you so different?

Bill's ideas are based on research and years of practical and varied experience, working within some of the toughest industries in New Zealand. From all that knowledge and experience he's developed simple, practical methods that really work.

"We simply needed to increase our business and increase the number of people we talk to about our ideas in a tough market full of nervous people. We needed to find a way of getting past all the barriers when we do. Your process for finding people resulted in me finding 30 new referrals in 4 days and I have become much more effective at speaking to them. I now have a full sales pipe line from empty and moved from a scarcity situation to a positive outcome.

I am relieved to have found a way to move from "what do we do next" to discovering a tool that generates plenty of business — fantastic! You really have great tools and products."
Alan Henderson - Director, Acquire

So how much do you charge?

As most of Bill's material is customized, so is his pricing. All his client's businesses and requirements are so different, he likes to figure out desired outcomes and logistics first, and then quote a fee that helps reach that outcome. Email us with your requirements and we will be happy to give you a pricing indication. Give Bill a call, give him some detail and ask for a no obligation quote.

Our budget is tight but we want Bill - what else could we do to lower the cost?

We've found that one of these options almost always works for our clients.

- Use more of Bill's time on the day, instead of hiring several speakers – so you don't have to pay for travel or expenses for another speaker.
- Share the event with another part of your organization. By increasing the number of participants, we can charge you less per person and you can easily allocate the costs to separate team budgets.
- Share the cost with another organization in your community or an association you belong to.
- Find a sponsor. A lot of companies love to sponsor our programs and give them as a "gift" to their customers. In return, they get their name all over Bill's stuff, and they form a stronger relationship with your organization.
- As a senior member of National Speakers Association NZ, Bill would be glad to recommend another speaker more suitable to your budget.
- Take a look at the **NZTE subsidy** the New Zealand Government has on offer. Several of Bill's programs are approved under the New Zealand Trade & Enterprise Management Capability Development Scheme to receive a percentage co-funding for approved NZ businesses. Your company may be eligible. We can send you details or you can go online to [NZTE](#) to find out more.

Call our office at 09 4412164 and we can discuss details and specifics of each of these strategies. We'd like to be able to work with you regardless of your "initial" budget and we often come up with a creative solution to fund your event.

May we record your presentation?

Yes of course, but please read all of this answer.

- You **may** record audio or video of Bill's presentation for distribution to your members if it is for internal archival or training use. Provide us with a free copy of the recording and there is no charge to you for the rights to do so.
- You **may not** produce recordings for sale or distribution outside of your organization unless you have negotiated a license to record, produce and distribute prior to the event.

For any recording be sure to let us know ahead of time. That way Bill can make adjustments in his presentation that will give you the best results.

What if I have more questions?

No problem - Give our office a call or email us.

~ We like to talk ~ Bill LOVES to talk.

He's good. He's professional. He's funny. He has tons of experience and a LONG list of happy clients. And he'll help you solve your problems today.