1. **Get to the Decision Maker**

“Hi, {Name} - I’m not sure if you’re the one I should check-in about this, so perhaps you can help me out?

My name is {your name} and I happen to be a guest speaker in this area. I didn’t know if your group was looking for outside speakers (this year, this month, this quarter, etc.)?

Would you be the person I should check in with about that?”

1. **Determine the Fit**

* Tell me a little bit about the needs of your members / audience?
* What type of speakers do you like to have for the group?
* What do they enjoy learning about from the speakers?
* When does your group typically meet?
* I wasn’t sure if you were in need of a speaker (this month, quarter, year, etc.)?

1. **Give them Confidence to Book You**

* Drop in tidbits about your past speaking experience
* Let them know about a quality you bring (e.g., engaging, humorous, inspiring, etc.)

**One Call Close Strategy**

* When are your next openings for speakers? I will check my calendar while we’re on the phone to see if I’m available.
* If they share some openings, ask them which date would they prefer for you to speak? Ex.: “Would you prefer me to speak in April or May?”
* I happen to free (IF you are actually available) on (one of the dates that they gave you) - should I go ahead and block that off on my calendar before I get booked for another engagement?

1. **Be Prepared for a YES**

“Perfect, I am so excited to speak to your group! I’ll just need a couple of details so I have it all here and can stay organized.”

1. **Get the Details**

* Date
* Venue
* Address
* Contact Information
* Time the meeting starts /ends
* Time allotted for speaking
* Audio/Visual
* Additional Notes
* Approximate number of attendees expected

1. **IF it’s not a YES right away...Plan for the Follow-Up**

* Ask what their preference is for how you should follow-up
* How often will you follow up?
* Select a date that you can commit to