



C O M M U N I S P O N D™

March 14, 2003

Mr. John Jenkins  
Vice President, Sales  
Acme Technologies  
3100 Oak Avenue  
Chicago, IL 60132

Dear Mr. Jenkins:

It's your dog and pony show, and you really need that piece of new business.

You're personally announcing a new product, and all of the trade press will be there.

Leaks about the new comp plan have the reps up in arms. You get to introduce it.

If your career as a sales executive rests on your ability to rise to any speaking occasion, this letter bears good news.

It's your invitation to join Kevin Daley and a small group of your peers over breakfast at 8:00 AM sharp on Wednesday, April 23 at the Grand Hyatt Hotel in New York City.

Kevin is the world authority on how to succeed on your feet. You'll hear him share the expertise that has been sought after by 62 board chairmen, 362 company presidents and more than 3000 sales execs as documented in his forthcoming McGraw-Hill book "*How to Address Any Audience Like Your Career Depends On It!*". Then have a chance to ask about a high stakes speaking situation you are facing. No charge or obligation, of course.

See the attachment for more about Kevin and "*How to Address Any Audience Like Your Career Depends On It!*". Then reply as soon as you can using the attached RSVP form -- even if you can't attend. By declining now (regrettable, perhaps you can rearrange things?) you offer us the opportunity to invite another in your place.

Sincerely,

Sharon Daniels  
President and CEO

PS: Join us as our guest and receive a free copy of "*How to Address Any Audience Like Your Career Depends On It!*" a \$29.95 value, autographed by Kevin Daley himself.

PPS: If you are frequently in high stakes public speaking situations, please note that even one of Kevin's ideas could be worth \$500,000 - or very possibly, much more. Many highly-placed executives pay him as much as \$5000 for a single coaching session.

**R.S.V.P:**

***How To Address Any Audience Like Your Career Depends On It!*  
An invitation-only breakfast with Communispond's Kevin Daley**

Sharon Daniels  
President and CEO  
Communispond  
52 Vanderbilt Avenue, 7<sup>th</sup> Floor,  
New York, NY 10017

Mr. John Jenkins  
Vice President, Sales  
Acme Technologies  
3100 Oak Avenue  
Chicago, IL 60132  
(Please correct if necessary)

Dear Ms. Daniels:

I accept your invitation for breakfast with Kevin Daley on Wednesday, April 23 at the Grand Hyatt Hotel in New York, starting at 8:00 AM and free of charge or obligation.

I understand that Kevin will personally debrief me and a small group of my peers on "*How To Address Any Audience like Your Career Depends on It!*", his forthcoming McGraw-Hill book. Also that I will have an opportunity to tap Kevin's thinking concerning a high stakes speaking situation I am personally facing.

I further understand that I will receive a complimentary autographed copy of "*How To Address Any Audience Like Your Career Depends On It!*" for my personal library.

\_\_\_\_\_  
(signature)

\_\_\_\_\_  
(business phone)

\_\_\_\_\_  
(e-mail address)

Thank you, but I will not be attending. You may invite another in my place.

(Please provide information above and return in the postpaid envelope provided. Or fax this form to (941) 365-0019. Sorry, this invitation is not transferable.)

**----- (Tear Here and Retain Portion Below) -----**

**EVENT:** "*How To Address Any Audience Like Your Career Depends On It!*" - an invitation-only breakfast with Communispond's Kevin Daley.

**DATE:** Wednesday, April 23, beginning at 8:00 AM

**SITE:** Uris Room, Grand Hyatt New York Hotel, Park Avenue at Grand Central Station  
Hotel phone: (212-883-1234)

**ATTIRE:** Business casual acceptable.

**AGENDA:** 8:00 AM Continental Breakfast  
9:00 AM "*How To Address Any Audience Like Your Career Depends On It!*" - Kevin Daley (See attachment for detail)  
10:00 AM Q&A, application to specific attendee situations

# *“How to Address Any Audience Like Your Career Depends On It!”*

## **PRESENTATION DETAIL:**

- You're addressing a diverse audience representing opposing points of view. How can you get them to enthusiastically unite around your chosen course of action?
- Why logical arguments can be counter productive in trying to persuade a dug-in audience to see things your way.
- Why 90% of all sales presentations, even by seasoned sales professionals, get off on the wrong foot. Seven simple steps every successful sales presentation must include.
- Never, ever provide an “informational briefing” to senior management without this critical step.
- The curtain opens, and you are confronted with a sea of faces. How do you avoid looking like “a deer in the headlights?” How to turn even the worst stage fright into an energetic, confident stage presence.
- Think twice before you kick off a talk with a joke. Instead, consider this much more effective alternative.
- You are presenting to an audience of one. Is it silly to still use a projector? You are addressing a small audience seated around a conference table. Should you also sit -- or stand?
- What should you do with your hands when you speak? Your eyes? Is it better to stand rooted in the same spot, or pace about? If you're using a microphone, should you speak conversationally or let your voice ring out?
- Why Jack Welsh never ever approved any important business plan until he had heard it presented.
- How to get a potentially hostile audience in your corner before you even take the stage.
- You invite questions, but there aren't any. How can you encourage people to begin raising their hands? How to buy yourself time when the answer to a question doesn't come immediately to the tip of your tongue.
- Why you should never answer “yes” or “no” to a “yes” or “no” question.
- How to skillfully handle the five most common types of “put down” questions and neutralize troublemakers who are trying to drag you into a debate.
- You hadn't planned on speaking at a gathering, and the topic is not something you're expert in. Then, out of the blue, you're asked for your opinion. Here's how to speak with authority and make a good impression even when you're put on the spot.
- You have bad news to deliver and you don't want your audience to “shoot the messenger.” How should you structure your remarks?
- When you should absolutely insist on speaking with the room lights as bright as possible, even if the audience has trouble seeing your visuals.
- You're asked for copies of your presentation in advance. Should you ever oblige?
- You are addressing a large and boisterous lunch crowd from your table. How can you be sure to command attention?
- How to distinguish yourself in emceeding important occasions, introducing speakers and presenting awards.

**About author and speaker, Kevin Daley. (See opposite side)**

About *“How to Address Any Audience Like Your Career Depends On It!”* speaker

## KEVIN DALEY:

Kevin Daley is the world authority on communicating in public. For more than 20 years, he has equipped people in leadership roles to distinguish themselves in virtually any audience situation. His services have been sought out by 62 board chairmen, 362 company presidents and 3100 sales executives - not to mention world champion athletes, media figures and candidates for high office (including the highest office in the land). Many engage Kevin regularly to stay in a peak state of readiness. Others retain him when they are facing occasions that could put their career on the line, including: • corporate merger and reorganization announcements • new business pitches and competitive shoot outs • crucial new product introductions • liability and recall disclosures • appeals to government regulatory bodies • communications with Wall Street and shareholders • press conferences and media interviews • announcements affecting employee benefits and job security • efforts to unite employees around a common mission.

In 1970, as a management supervisor for J. Walter Thompson, the world's leading ad agency, Kevin Daley made a startling discovery.

His peers, the supposed cream of the crop of the communications field, were surprisingly inept when it came to presenting the agency's products and capabilities in public. Their ability to speak fell far short of their ability to think.

That would have been alarming enough.

But then he came to realize that most major decisions are made in response to an oral presentation, rather than a written proposal. The presentation provides an opportunity to hear and sense what the proposal is all about, ask questions, see the people who will be involved, assess their credibility, their commitment, their integrity, their enthusiasm, and their knowledge.

In the advertising business, the quality of the presentation made all of the difference. And it wasn't long before Daley observed that this was the case in every other business as well.

He determined there was a need for a resource to help already successful people learn to present themselves better in front of an audience - because so much is riding on how they handle themselves. So, Kevin founded Communispond in 1970.

Since its inception, Communispond has been responsible for training more than 450,000 people worldwide on how to respond skillfully to any communications situation.

Daley attributes much of the success of Communispond to treating the public speaking process as a physical act. "Life is physical, and so is presenting - we must physically go through the process to learn it."

*“How to Address Any Audience Like Your Career Depends On It!”* will be his second McGraw-Hill book. His first, *“Socratic Selling”*, was heralded by Ken Blanchard and scores of sales VPs as a powerful new methodology for partnering with customers.

According to Daley, communicating in public is about more than just getting your point across.

“The presentation is a “moment of truth” for the presenter. We can't hide. We are exposed, for better or worse. The listeners decide whether they like us, believe us, trust us, and perceive whether we are secure in ourselves and confident in what we are saying. The viewers can see us think on the spot, and judge how smart we are.

“A by-product of improved speaking skills is that you will also become a better leader, since leadership gravitates to people who can stand up and speak out.”

**For detail concerning what's in store for you at *“How to Address Any Audience Like Your Career Depends on It!”* - see opposite side.**