

# Service Commitment

## ***In Preparation, I Will:***

- Be available to discuss plans for my presentation.
- Know what your organization does and why.
- Have a specific plan to accomplish your goals.
- Know the theme of your meeting and relate my presentation to it.
- Know why your people would want to hear what I have to say on this topic.
- Coordinate with other presenters to assure your goals are met.
- Notify you in advance of my travel itinerary.

## ***On-Site, I Will:***

- Let you know when I arrive on site and contact you immediately should any serious delays occur.
- Be accessible to you from the time I arrive until I leave.
- Tell you the truth 100 percent of the time.
- Retire early the night before my presentation.
- Be reasonable and considerate in my use of room charges and incidental expenses.
- Be in the meeting room for a sound check at least one hour before I speak.
- Coordinate with the set-up crew and other presenters to make sure my needs fit your overall needs.
- Stay out of the way until it is my turn to speak.
- Study your audience and the other presenters to align my message with them.
- Be dressed appropriately, always one step more formal or business-like than the audience.
- Provide an easy, brief introduction and be available to coach my introducer.
- Make suggestions to the set-up crew as to how to maximize audience impact through the creative use of lights, sound, or staging.
- Be in the room, seated, and visible to you before my introduction begins.

## ***During My Presentation, I Will:***

- Open my presentation with energy and purpose.
- Never use off-color language or material.
- Interact with the audience and involve them in my presentation.

- Present well-researched and useful information.
- Use stories and humor liberally.
- Use slides, audio clips, and/or video clips to enhance the look, feel, and impact of my presentation.
- React good-naturedly, flexibly, and respectfully to any problems that arise.
- Allow for questions and comments from the audience during my presentation.
- Summarize my points and provide ways to remember my key points.
- Relate my points to your organization and its people.
- Never abuse my assignment by turning my presentation into a sales pitch.
- Only offer my products if approved or requested in advance.
- Stick to my timeframe and adjust if needed.

## ***After My Presentation, I Will:***

- Stay around after my presentation to answer questions or hear comments.
- Check out and depart with minimal effort to you.
- Provide receipts as needed, and bill you promptly.
- Promptly fill any orders for my products.
- Add audience members to my email newsletter list as a follow-up, if desired.
- Discuss with you strategies to continue the impact of my message during our debriefing.
- Never disclose sensitive information about your organization.
- Accept personal phone calls and emails from individual audience members or executives who want follow-up on my presentation.

## ***In Summary:***

- I'll deliver an exceptionally good presentation in a highly professional manner.



Jerry Conrad, Certified Speaking Professional