

**Robert Kriegel's**  
**Pre-Conference Customizing Questionnaire**

**Name of Organization:** \_\_\_\_\_

Part 1 - Logistics:

- a) Date of presentation:
- b) Time and length of presentation:
- c) What directly precedes his presentation?
- d) What directly follows his presentation?
- e) When is the best time for a "mic" check?
- f) Number of people attending: \_\_\_\_\_; % men/women: \_\_\_\_\_
- g) Appropriate attire?
- h) Will you pick up Dr. Kriegel from the airport?
- i) Would you like to order one of Dr. Kriegel's books, e.g. ***How to Succeed in Business without Working so Damn Hard; Sacred Cows Make the Best Burgers; If it ain't broke...BREAK IT!***

## Part 2 - Content

Please answer the following questions **from the standpoint of the audience** if audience are customers, users, please answer as best you can from their standpoint.

1. Conference theme or purpose of the meeting:
2. Who is the audience? What is the basic business/job/function/profession of the attendees?
3. Has the group experienced any recent changes or are there any anticipated changes expected in their jobs or industries?
4. If the group is in sales of any kind, who do they sell to? Who are their customers or clients? Are there any different types of clients they could call on?
5. How's business (i.e., last year's vs. latest quarter's numbers)? What factors have contributed to these results?
6. What specific challenges face the audience?
7. What are the new opportunities?
8. What do you think they have to do to take advantage of these opportunities and overcome the challenges?
9. Are there any sacred cows (outdated beliefs, assumptions, policies and practices) that are still around and costing money, taking time and preventing change and innovation?
10. What are areas of innovation that need to be explored, e.g. customer service, streamlining operations, new products and services?
11. Any new innovations that have occurred in your/their industry?
12. Are you announcing any new products, services or other changes at this meeting?
13. Who is the primary competition?
14. Does the group feel a lot of pressure and stress? What are the causes?

15. What are some specific "*GOTTA-DO'S* for this group? Things they've "*GOTTA*" do on a daily/weekly basis that they don't like to do (e.g., "I've "*GOTTA*" do my monthly forecast, call report, expenses, proposal, check voice mail, etc.").
16. Why did you choose Dr. Kriegel?
17. What speakers have you had in the past?
18. What is the basic message you would like Dr. Kriegel to communicate?
19. What would you like the group to be thinking and feeling after his presentation?
20. Additional information:

***Dr. Kriegel is looking forward to talking with you soon.  
Thank you.***