



**SULLIVAN
SPEAKER
SERVICES**

COMPANY FACT SHEET

WHAT: **Sullivan Speaker Services** (SSS), the pre-eminent source for market strategy, has launched and guided thousands of experts into creating a platform that launches brands and builds empires.

WHO: Headed by founder and president, **Vickie Sullivan**, a former agent who – upon realizing a critical void in the speaking business – spectacularly filled it. Rather than just booking clients, she began giving advice to them about how to position their expertise based on the information she was constantly, consistently uncovering. That practice led to a full-fledged transition from agenting to strategy as she realized that she had staked a claim to a valuable – and needed – niche in positioning experts.

ESTABLISHED: 1987

COMPANY GROWTH: A privately-held company, Sullivan Speaker Services has experienced 40% increases in revenues in each of the last three years.

SERVICES: As SSS works as the primary advocate for its messengers and identifies buying audiences for them, the company's scope leads clients to pump up revenue streams and penetrate the marketplace through message development and positioning. From there, clients can identify who and how to approach the most profitable outlets for dissemination. SSS even helps with the conversations that open discussions and seal the deal. Spanning strategies for all marketing components – including speeches, web sites, print and broadcast collaterals...and the best audiences for those tactics – service range from project-based consulting to ongoing relationships.

Specific services include:

Market Assessments, in which experts receive honest and specific market intelligence and findings about the feasibility of their endeavors, current readiness and risks involved.

The **Turbo Charge Me** program, which gives a more in-depth analysis, including a complete diagnostic as well as specific strategies and tactics for a client's business.

COMPANY FACT SHEET (Continued)

The **Make Me A Star** consulting package, a consummate approach, that features an ongoing relationship with Sullivan to turn a vision into a reality.

SSS CDs AND SYSTEMS CURRENTLY AVAILABLE:

Vickie Sullivan's **SPEAKER SUCCESS KIT**, a three-CD set

YOUR POSITION OF POWER: Packaging Your Expertise for High-Fee Markets, a four-CD set

TALKING TO STRANGERS: Effective Sales Conversations for Experts Who Speak, a seven-CD Set

SPRINGBOARD MARKETING System

GET THOSE BOOKINGS: Marketing Strategies for Professional Speakers, a single CD

SPEAKING IN THE STRIKE ZONE: How to Get in Front of a Buying Audience, a single CD

SPEAK TO SELL: Using Public Speaking as a Marketing Tool, a single CD

MARKET INTELLIGENCE:

Tips & Trends, at www.sullivanspeaker.com, delivers the most reliable, the most up-to-date, and the savviest information available, courtesy of Sullivan's considerable canvassing.

Also available free on the web site, **Special Reports** surveys a constant procession of information in such areas as examining and analyzing marketing trends, debunking myths, and offering ways to use public speaking to further careers, goals, businesses and causes.

Issued quarterly, **The Sullivan Report** newsletter (also on the site), delves into several topics that are currently top-of-mind in the marketplace.

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COMPANY FACT SHEET (Continued)

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