



FOR IMMEDIATE RELEASE

**SULLIVAN SPEAKER SERVICES EXPANDS SERVICE LINES  
COMBINING POPULAR PRODUCTS  
ENHANCED BY PERSONAL ATTENTION AND FEEDBACK**

**MASTER SESSIONS for YOUR POSITION OF POWER,  
TALKING TO STRANGERS and BECOME SPONSOR SAVVY Extend  
Vickie Sullivan's Considerable Expertise in Positioning to  
Experts Eager for Higher Visibility and More Profitable Markets**

**TEMPE, Ariz. November 1, 2005** – Sullivan Speaker Services, a commanding leader in strategic marketing, introduces a trio of new service-oriented products designated to guide experts in securing higher speaking fees and six-figure book advances, finding more prospects, securing sponsorships and avoiding costly mistakes. With each MASTER SESSION version of the products – YOUR POSITION OF POWER, TALKING TO STRANGERS and BECOME SPONSOR SAVVY – users can personally tap into the extensive know-how and grounded guidance of Sullivan Speaker Services president Vickie Sullivan, while completing exercises included in each CD set on their own.

Sullivan says, "YOUR POSITION OF POWER really ignites a speaker's brand and platform, while TALKING TO STRANGERS opens doors once thought unimaginable, and BECOME SPONSOR SAVVY makes an expert competitive in the current, hot sponsorship marketplace. The 'MASTER SESSION' part comes in when – in working on the exercises and assignments in these programs – speakers want that extra component of having my input along the way. I compare it to Do-It-Yourselfers who live having a master craftsman looking over their shoulder to make sure tasks are being done for the most impact."

With YOUR POSITION OF POWER MASTER SESSION, Sullivan cuts through the cluttered marketplace with a step-by-step approach to position and communicate an expert's brand, making him or her the must-have solution and drawing in the most profitable customers. This program provides Sullivan's personal attention while that clear, unique positioning is being tailored for discriminating decision makers. Her feedback and guidance will help package

expertise and create a platform based on a unique point-of-view. In turn, the expert will garner more interest and positive responses from high-fee buyers, gain more confidence in introducing that expertise in networking situations, avoid costly mistakes in creating marketing tools, and even write a book that reflects a better positioning with high-fee buyers.

YOUR POSITION OF POWER MASTER SESSION is a three-month project, and consists of two conference calls per month with Sullivan, and unlimited emails for drafts as the participant completes exercises in the YOUR POSITION OF POWER CD set, and submits work to Sullivan via email. In the first month, the program focuses on packaging the expert's identity; the second month is spent writing the manifesto; and the third one creates all-important 30-second commercials and critical beliefs.

Set up in a similar manner but concentrating on entirely different content, TALKING TO STRANGERS MASTER SESSION guides experts to have the effective sales conversations that will stop profitable prospects from slipping away. Complementing the TALKING TO STRANGERS program, Sullivan personally provides counsel to create a comprehensive toolbox for pursuing ideal opportunities. In this MASTER SESSION program, she leads speakers to get more calls returned; have more confidence when calling prospects or pitching services; devise compelling responses when faced with questions or objections; and to negotiate the highest speaking fees.

TALKING TO STRANGERS MASTER SESSION also lasts three months, with a pair of conference calls each month with Sullivan, as well as unlimited emails for drafts. Completing the TALKING TO STRANGERS exercises, participants submit work to Sullivan via email. In the first month of the program, a plan is developed to find prospects and have them return calls. The second month is devoted to communicating an expert's value in 10 seconds or less, while the third focuses on negotiating fees and closing strategies.

The third MASTER SESSION takes its cue from BECOME SPONSOR SAVVY, which engages experts in securing lucrative sponsorships. For those experts interested in taking the program to the next level, BECOME SPONSOR SAVVY MASTER SESSION incorporates Sullivan's personal feedback and guidance to help determine the actionable steps that will make an expert sponsor-worthy; find hidden opportunities for sponsorships that will elude peers; develop a systematic approach for ascertaining sponsors' wants and needs; have more powerful conversations with potential sponsors; and avoid costly, irreversible mistakes in approaching sponsors.

BECOME SPONSOR SAVVY MASTER SESSION is a three-month project that entails two conference calls per month with Sullivan, as well as unlimited emails for drafts for participants, who complete exercises in the BECOME SPONSOR SAVVY CDs, and submit work via email to her. The first month involves developing a plan to become more sponsor worthy, with

the second devoted to zeroing in on finding and contacting potential sponsors. In the third month, focus is geared toward negotiating fees and closing the sponsorship deals.

For more information and pricing for these and other products and services, visit <http://www.sullivanspeaker.com>.

As president of Tempe, Ariz.-based Sullivan Speaker Services, Inc., Vickie Sullivan is nationally recognized as the top market strategist for experts on the professional speaking circuit. She speaks throughout the U.S. and Canada about speaker selection trends in high-fee markets and strategies that position experts for those venues. Her market intelligence updates are distributed to experts in the U.S. and 17 countries. She has served twice on the editorial board for Professional Speaker magazine, and her articles about the speaking market have been published in other publications such as Presentations magazine and the Handbook of Business Strategy. Sullivan also has been quoted in mainstream media such as Fortune.com, The New York Times and Investor's Business Daily. Last year, she was appointed to the prestigious John F. Kennedy School of Government Women's Leadership Board. Her volunteer work has included selecting speakers for international conferences, serving on the boards of industry associations, and mentoring teenage girls at Camp CEO in Summer 2004.

###

MEDIA CONTACT:  
Vicky Likens  
(301)604-3242  
vlikens@sullivanspeaker.com