

How To Get Instant Results For Your Speaking Business – #142



Tony Morris: How To Get Instant Results For Your Speaking Business



Our guest is a conversion strategist and author of 5 books who works with organisations and leaders to ask better questions and get better results. His first book, Coffee's for Closers, was #1 best-selling book for telesales on Amazon. He brings actionable,

practical, real-life techniques that can be implemented now and get instant results.

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James Taylor 0:00

I'm James Taylor, and you're listening to the speakers you podcast a show for aspiring and professional speakers. This episode is with my

co-host, Maria Franzoni. Enjoy the episode. Our guest today is a conversation strategist and author of five books, and who works organizations and leaders to ask better questions and get better results. His first book coffee for closers was the number one best-selling book for telesales on Amazon. He brings actionable practical real-life techniques that can be implemented now and get instant results. We will warmly welcome Tony Morris.

Tony Morris 0:38

I load you so many times. Hi, guys, thank you for having me.

Maria Franzoni 0:43

You're very very welcome. So actually, I'm gonna correct James because he's had conversations special. It's actually conversion. Conversion. Yes, conversion. So tell us what is that? And obviously, this must be your area of expertise. expand on what that means for us, please.

Conversion Strategist

Tony Morris 0:58

Absolutely. So conversion strategist is every element of the sales cycle, the sales process, I look to make marginal gains, little tweaks to improve that conversion rate. So that could be for an organization when they get an inquiry, how they turn that inquiry into an appointment, how they turn that appointment into a potential face-to-face appointment, and how they've turned that meeting into business. And then the final piece of the jigsaw is how they turn that customer into what I would call a raving fan. So they become like

your referral magnets. And all of those elements need to be fine-tuned. So you are converting at the highest level. And that's where I have the most value.

Maria Franzoni 1:45

I love that. I think that's really good. That is so important. And I totally get that having been in sales most of my life. I completely get that. Love it. So is that what you talk about when you're invited in to speak at events?

Tony Morris 1:58

Yeah, it's one of the things. So I've been in sales for 22 years across our works across 16 industries, believe it or not with my training company. So I've actually designed and created numerous tools, but I guess my, my three or four most popular is what I've understood about sales is if you ask more intelligent questions, which provokes conversation creates engagement, often it will lead to better conversations and better conversations normally would lead to better results. So my most popular talk is to ask better questions, get better results. It's actually the sixth book that I'm halfway through writing at the moment. But I took them out, I wrote a book, a talk called do believe in the two theory. And it was about something that happened to my family that was mind-blowing, in terms of service. And I'm writing a book as I'm writing two books at once, which is a bit strange. But that's here, and that book's memorable service, the good, the bad, the ugly, where I talk about what memorable service actually is. And I guess my final most popular talk, and I wrote this during the pandemic, and I'm sure a lot of people can relate to this is about mental health. I know it's very topical right now. And it's I realized during the pandemic that my anxiety levels got worse like

I'm sure so many people did. And I sought help, I saw a doctor, I saw a psychiatrist, and it transpired after our diagnosis that I actually have bipolar. And it's something that subconscious believes I've had for probably 25 years, I was unaware of it. And I was dealing with it and managing it my own way. And on the back of that, I managed to articulate the strategies that I've personally used to handle it effectively. And my talk is called the two Tony's speak up about mental health in business. And the Speak Up is the system the methodology that I now talk about.

Speaking Business

Maria Franzoni 4:05

Wow. It's amazing.

James Taylor 4:07

Maybe because I like to maybe come back to the mental health thing, because I think that just affects salespeople, everyone but also, I think for a lot of speakers, there's always that that voice is kind of going on when you're if you undersell, you're speaking program. So then there's rejection, there's a lot of thinking that comes with that. So maybe come back to that in a moment. But I'm going to be the cold hard person here and say, okay, Tony, you see you're an authority on sales. What actually makes you have that claim? What makes you have that authority and sales and then I'm gonna go one step further. I'm going to ask you, okay, I've got my sales to funnel. Where should I start? Should I start early in the funnel, those first inquiries start to come in and get them how to improve that part of the process, the 1% gains there, or should I be going right to the other end, that that last part of the sales funnel just before hopefully

To convert make that sale move make that referral. Is that why should be focusing on? So what makes your authority? And what part of the sales funnel? We actually should we be looking at first?

Tony Morris 5:11

Right, great question. So let me ask the authority first. So I started sales actually at the age of 13. At school, I started with a friend of mine who used to get free vouchers at a tuck shop. And I said to him, Look, can I have someone like to increase my pocket money? So I started selling sweets to my friends. And I realized I had a knack early on for the power of influence and persuasion. I didn't know why. I didn't know really what I did codify that, but I have this ability. And I then put it into practice in terms of work. I started my career 23 years ago in a call center selling utilities 85 People in the call center, or in the first month, I became the top salesperson. And I held that title that accolade for six consecutive months while I work there. And it was then I started to understand what I did differently to others. Why was I a top performer consecutively? And consistently. And I think, it came down to the questions I asked my listening ability, my attitude, my tenacity, and a few other characteristics. I realized b2c Call Center wasn't my career path. So I got into b2b selling its software solutions. And again, very quickly, I became the top salesperson, up to the point I joined, the largest deal that was ever generated was 45,000 pounds. Within nine months, I landed a quarter of a million-pound deal, and the following month, a 230k deal. And I think, you know, the team around me were quite amazed, I guess. But I followed a process a structure that I guess slightly self-taught. But I've also invested a lot of money and time in training for myself. So it's things that I read. And I learned along the journey. And since that point, I've been very fortunate now to have over 36,000 sales professionals across 60 Different industries all over the

world. And I think having written five books. And now my next two, I guess that gives me that authority piece. I'm gonna I'm going to talk and move at the same time if I mean, I'm just being checked out my room doing that Bill,

James Taylor 7:28

Bill, Bill, Phil Murray, I mean, I'm interested from your side. So you'll be in sales for a long time selling speakers. When you go and you start working, you should maybe start advising a speaker on sailing and selling them or even I know you work with actually other bureaus, your adviser the bureau agents as well. What part of the sales funnel? Are you normally helping them with? Is it more on the research the prospecting side or more on once they kind of losing a lot of things that last minute in the final parts of the deal?

Maria Franzoni 7:59

You didn't want to? I imagined that Tony is going to agree with me, you can't just look at one part of the process, you've got to actually look at the whole entire process. You can't just take one piece. So it's like I suppose if you having I don't know. So imagine you're having your teeth done. It's no good just doing this, these front two, you've got to do the whole lot, right. So I've got a look at the entire process. I knew there will be in Tony will agree I'm sure there'll be leaks. I nicked Jimmy's term of a leaky bucket. There'll be a leaky bucket all the way through where you're losing things. But I'll tell you what I've noticed and I wonder if this is the same for you, Tony, I think most people don't leverage their existing contacts and their existing clients as much as they should. People who already know them already have had a good experience. They don't do enough with them. They're constantly looking to add new, a new and I know

that's a problem I've seen in many bureaus, where they're constantly trying to do you know, the Google ads or whatever, to attract new people when actually they've got an amazing rich database that is easier to work with and start again with somebody new, I think you agree

Contact and Offer

Tony Morris 9:07

100%. And it's actually been proven, that there was a claim made by the ITSM, the Institute of sales and marketing. That said it's eight times harder to win a new customer than to sell to the existing client base. Because as you separate trust has been built that they trust, they like you they know you that they've seen that you've added value to their business in whatever area. So it's very easy to then look to cross-sell or upsell as something I teach my clients is and this only works if you work with numerous customers. And that could be 20 plus, and also if you've got more than one product or service offering, but I if you can imagine a chessboard down the left column I have a list of all my clients and on the top column right across the top I've got the different services I offer. So as an example my first client was a car leasing company many years ago. And I did sales training for them. But I realized that the sales team were really performing well, their conversions were really high, they were exceptional, where they were poor was retention, and, and good leadership. So I helped them with customer services training, and their retention rate went up, and referrals went up. And then we looked at some sales leadership to help their managers maximize their team's efforts. So with this chessboard, I had an asterisk by customer and sales training. But then I looked at my knee to talk to him about these two other services that I know will add value and benefit. So it's quite a nice way very quickly to look at your client

bank. And where else can you add value? So I totally agree, going back to James's question helps me Where does he start? Is it the beginning is at the end. And Maria said this, it's every single step. And where sales have changed dramatically, is, if we look at 1012 years ago, that when you first engaged with a prospective customer, they may have done five 10% of research. So they that at the beginning, it's a real educational piece. Now, it's claimed that when prospects first speak to you, they're 58% into their decision-making process already, they are so well researched, they may they've read your reviews, they may have spoken to clients without even knowing about it, they've seen your social footprint, that they're much further down the process. So when you have that phone call with them, they're the initial inquiry, they're already down the journey. So we've got to wow them from then right up to the point where they become raving fans. And I say to my clients, that initial inquiry is normally done so badly. Most people who take that first role, I call them a customer prevention officer, that you know, it's so often they'll say, well send us an email, and we'll get back to you, at some points, or the person you need isn't available now. Give him a ring back later. But I see this day in day out. Whereas the person who does it really well, and takes pride in this position is why to call the CEO of the first impression. And if they can, well that prospect from the first interaction, the probability of them becoming a raving fan goes up. And as long as you exceed expectation, for every single step of the process, your probability is always going up to where they then eventually become a customer. And then a raving fan. 60 agree

Maria Franzoni 12:53

with you, by the way, I totally agree with you. Sorry, James.

Handling Enquiries

James Taylor 12:55

No, I'm just, I'm just gonna reflect on that. I remember it was, I think it was I'm really gonna say Phil M. Jones was the first person that can really get me into doing this British speaker lives in the states now. And we would receive inquiries, email inquiries, forms on the website all the time. And first of all, we'd normally start by doing an email response, if we actually had a thing, they could automatically schedule a call. But if it didn't do that, we would email back, hey, when can we get a call? And Phil said, you know, just get into the thing of just picking up the phone and just calling him strictly straight away. And it was really interesting because people don't expect that anymore. Maybe it's I don't know, there's a generational thing. But as soon as an inquiry would come in, we actually had a target to call within the hour. And so I would actually pick whether they were in the United Arab Emirates and Denver in Paris, wherever it was, I was pick up the phone and had that first call. And it was always that little kind of, oh, I wasn't supposed to. Now, Maria is going to tell me, James, you shouldn't be doing these calls.

Maria Franzoni 13:59

No, no, I'm not going to do that at all. I'm not going to tell you that. Okay, so you don't really know me.

James Taylor 14:05

But it's a great law kind of pattern interrupt at the start. And then I just found that it was much easier to I kind of like I think of them as almost like triage calls where it's very quick. It's not I'm not selling on the call at all. I'm just basically seeing do they have basically to their budget? Is it going to fit and then I'll then schedule a proper call,

we'll do all the fancy stuff. So that those three and that was something if I'm going to give credit to Philip Jones for that he was the first person that told me that he said, switch up your modality if you're getting the inquiry, invite Yale, jump on on on that phone call with them.

Tony Morris 14:42

We did that and on that. I know Phil Well, I'm a massive fan. I love you know his book exactly what to say He's exceptional with language. One question I recommend to all my clients because when we get that inquiry, I agree. We should always pick up the phone if we can, if there's A number of available or if we can find a number, but a lot of prospects, a lot of my clients, shall I say, will often ask at the beginning of the court. Can I ask you, how did you hear about us? Now, it's a good question term of it getting the source of the inquiry if the company remembers how they heard about you. But a better question is, can I just ask who recommended you? So my company? Yeah. And I, and I like that because it still gets the source of an inquiry, but it gives that great perception that you've picked, clearly you've been recommended. And if the prospect says, Well, I found you on Google or Facebook or whatever you say, great. The only reason I ask is most of our business is recommended. See, Paul,

Strategy

Maria Franzoni 15:45

nice, nice, you know, he's good. He's good. He's good. Yeah, fantastic. I've got a question for you, actually, because you mentioned Phil, and I know Phil, had a strategy, he had a really

focused strategy when he went to work in the States, for example. Now, do you because you're a clever salesperson? Did you decide I'm going to focus on certain industries? Because of course, every industry has a sales team? Or did you say I'm going to focus and go deep in certain industries? And I'm hoping you're going to say, Yes, you did you focused and went deep. Otherwise, I'm going to hide on the desk.

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Tony Morris 16:19

absolutely did, I absolutely did. And you know why? I because it's so hard, isn't it? Everyone is in sales? Everyone. Did you say it earlier? Maria, right at the beginning of this. So when people said to me, who do you work with? I said the dreaded everyone. And then what happens is no one can really refer you because who's everyone? So I thought about where do I add the most value. And what I did

actually was a really clever exercise someone taught me it was a gentleman Australian billionaire called Brad Sugars, who owns action coach, the biggest French coaching franchise in the world. And he said, great your customers. And he said Great than from A to D. So when you've got to a point where maybe you've got 50 100 clients now great, and to know where your sweet spot is. And I went through that journey at the time I had about 150 clients, I was probably four years into my business. When I worked with everybody. And I graded them AR your most profitable clients are the ones you love to work with. Ideally, both your BS your bread and butter, the regular clients, you see your one-off clients, you want to work with them, but you're not going to get a lot of repeats, and your D or you're dead clients, these are the ones that pay you the least but give you the biggest headache. And we've all got those. So when I graded my clients, I realized that the niches my gray days were and they fell into four specific industries. The biggest was real estate. And it's where I added the most value. So based on that I then started to be very specific with targeting with my social media content that I spoke their language, I gave examples about how I helped them solve their biggest problems. And that's when I really niched but I chose just the final point on that. I didn't want to become known as the real estate guru, because then I'm losing business to the other three niches that I work for. So I think it's okay to have three, four, maybe even five niches as long as it's not everybody.

James Taylor 18:25

I'm James Taylor, keynote speaker, and speaker business coach, and this is the speakers you podcast. If you enjoy listening to conversations that will help you launch and grow your speaking business fast new thought possible, then you've come to the right

place. Each week we discuss marketing strategy, sales techniques, as well as ideas to increase the profitability of your speaking business and develop your craft. You'll find show notes for today's episode as well as free speaker business training at [speakers u.com](http://speakers.u.com). This week's episode is sponsored by speakers you the online community for international speakers, speakers, you help you launch grow, and monetize your speaking business faster than you thought possible. If you want to share your message as a highly paid speaker, then speakers will teach you how just go to speakers you.com to access their free speaker business training.

Maria Franzoni 19:13

Adam Leavitt says this is a really interesting conversation and great content which is quite handy because he's a speaker Bureau owner so that's good that he's enjoying it. Hello, Adam.

Tony Morris 19:22

Good to hear Adam thanks. So

Online Courses

James Taylor 19:24

what one of the other things that I noticed you've done on your website is as well as the kind of coaching individual What do you do with companies and speaking you've also created these online products online memberships online courses to your universities. So I'm sure a lot of speakers listening or watching this just now they've speakers that can trade time for money. They want to create some more passive forms of income or slightly more passive, not

completely passive. But tell us about their journey because I know we use the same platform we both use Kajabi to host our When did you start doing that. What were your key learnings? What advice would you give to thinking about taking the knowledge and putting it in that format?

Tony Morris 20:08

Absolutely. So it's something I've always wanted to do, I'll be honest, I didn't, I didn't know how to go about it and V didn't have time, or the excuse I gave myself was I didn't have time. And I think one of the benefits for me of the pandemic is it gave me time back. So rather than be traveling three, two, or three countries a month to deliver talks at conferences, although I missed that, I now have all of that time available at my fingertips. So what I did is I looked up, what do I actually teach? What's my methodology. And I think that's something very important that I've learned, especially as a speaker is you need to have some, I believe, a system a structure, a program that you teach. So one of my sales methodologies is called the Ask philosophy principles. And it stands for attracting, solving and keeping. So I teach clients how to attract the right leads, how to solve their problems, so they become a customer, and how to keep them so they become raving fans. And what I did actually is a funny quick story, I got, you know, when you get flashed on a camera, and you got a choice to either get points or go and have a speeding course. So, of course, and it was obvious was the second time I went on, it was pretty painful the first time but the second time was even worse. And I thought how can I use these five hours effectively. And I sat there for five hours, coming up with my learning products by looking at my bolts, philosophy principles, and I labeled out 30 different modules. And as I did it, so as an example, module, one's called Mindset by thought, What content do I know about the

mindset that was about 16, different topics of mindset. And I brought broke those down into bite-sized videos. So in those five hours actually mapped out my entire TMI sales University. And what was funny, the chap next to me said, Jesus Christ, I've never seen anyone take more notes at one of these things. I've actually just built an entire eLearning product, and he just does a bit weird to me, to be honest with you, but I'm in trouble.

Maria Franzoni 22:11

You're gonna be on the record, you're in trouble.

Tony Morris 22:15

It's true. Well, I did the course too. I mean, I've not been flashed in so but I learned, but the point I make is once the hold bit was, well, I say the hard bit is really knowing what do you teach? Where do you give the most value, create, an agenda or a content? And then it was a case of just putting together the content. So I invested about 1200 pounds in a good camera, good lighting, good mic. And I went into my mum's spare bedroom, and set up a little studio for myself and did and recorded everything. The challenging part was the workbooks and the tests that took me the longest of everything. So the workbook, it really wants to put all the videos together, I had to think, right, how do I make all the usable work, but for my delegate, that took a while, that test took forever? Because again, I had to go through every single video and come up with three answers because I did multiple choice three answers to every question. So that took a long time. My biggest lesson from all of it was to make sure you've really done research on the right platform first. So the first thing I did is I created a word, press like a website. I wasted a couple of grand and it was a nightmare. But then got someone on

you know the app Fiverr I found on Fiverr to build it another waste of 1000 pounds. So and then everyone said to me use Kajabi it's trusted, it's great. So I actually trialed Kajabi. Versus think if IK and I made a choice on those and I went with Kajabi. And since I did, it's, it's been amazing. And in one year, I've now built two universities, one for estate agents called EA University. It generated 120,000 pounds in my first year, which finished in December, and TMI University, which generated 70,000 pounds in his first year from a standing store. I think that's okay.

How does the course work

James Taylor 24:19

That's one of the things then you mentioned about choosing your industries. And this is a thing I find a lot of speakers when they start their online academies, the because it takes a while to find that product-market fit and that is yours going to buy this. So a lot of those Caja sites on Kajabi UCL University they're very b2c. Yeah, and they won't be a big fan of b2c and but that's a certain way of selling and there's certain pricing in this way of doing things there. You're and then kind of b2b where you're not really selling on the website, but you're selling somewhere else and then you're basically getting access to 100 tickets. 100 spaces online. You're selling It's kind of in the middle, because these are these individual people are putting down their credit card, or is their company paying third place.

Tony Morris 25:06

So it's really interesting. I've just changed it. So I decided to choose two industries that I serve, that had numerous people, I thought it was an obvious place to start going for a big audience where I've

added value. And estate agents were the first obvious one, they've got 26,000 in the UK 26,000 independent estates in the UK. And I worked with 300 of them. So I thought, what an opportunity. So to begin with, I did a per-person pricing model. And it was very simple. It was 97 pounds per person per month. And I didn't put them into a contract. What I then started to understand was, there were different roles within the state agents, you could be what's called a negotiator dealing with a buyer or a seller. Or you could be what's called a valuer, where you go out and value someone's property. And I realized that I can't have the same content for both of them. It's something that will be irrelevant for one person. So I actually looked at all of my content, which was 380 videos, and broke it down into six different job titles. So now a negotiator does a different topic to evaluate a different journey. And the other thing I've decided to do is it became almost unaffordable because a company with 200 staff is extortionate for them. So what I looked at now is I now launched this last month by now do 97 pounds per branch. So if an agent's got 10 branches, they pay 1000 pounds a month, to all of this stuff. So that's how I've now done and now it ties them into a 12-month contract. So there's a commitment there. And they're very happy with that, but they pay monthly. But what I what I've also done through my research is I wanted to build a community, I didn't just want to give access to content. So we actually have two one-hour virtual meetups a month, where the community joins me. And these three things are doing that one is a live q&a with me. The second thing is I get a guest speaker, every couple of sessions, you know, every three months, we'll get a guest expert who adds value to that industry. And what I've just started doing and this is my superpower, if you will, is I make live sales calls to their database. Oh, yeah, they give me leads up from and I've got to say I did this yesterday, one hour on the phone to an estate agent in Exeter called Weber's biggest estate agent Dexter. And in one hour, I booked 14 valuations, three mortgage appointments, and I got two conveyancing leads in one

hour. And the managing director said to me, that's what we normally get in a week with six people. So what it is, if the techniques are done the right way, it's not rocket science. Why teach? If you ask the right questions, you make the right statements using the right language, you get a better result. And that's what I teach every month. So my community is part of that investment.

James Taylor 28:12

So Maria, is this inspired? Because I know you're running an event, I think next week, which is

Maria Franzoni 28:19

today, yeah, sorry, I've covered some of the content, we tend to exchange some expertise. What's interesting is that when you go into an industry and you know it very specifically, you adapt your approach slightly. So you know, Tony has great expertise, because within a state agency and the other niches, the other industries he works in, and I've got expertise in the speaking business. So we actually exchanged some expertise, because you think, how can you teach Tony anything about selling in this industry in selling himself as a speaker, I was able to give you a little bit of help, because I know the industry. Yeah. So that thanks for that. So listen, I am dying to share some of your questions. Because you know, our title is getting instant results by asking better questions, you've shared a couple of questions, we're going to have to share some more because there'll be people hanging on with their pens, I'm ready with my pen, share some really, really brilliant questions we should be asking. And in fact, you did this with us before. This is why we're almost late.

Tony Morris 29:18

Absolutely. So a lot if I share a bad example, and then how I would tweak it. So what as a salesperson or a speaker would say, can I just ask I know you're the MD. I take it you're the decision-maker, and the MD would go. Absolutely. And then you invest time doing research, you meet with them. And it turns out they are the decision-maker, but alongside the FD and the CEO, so the right question to ask he or she's answering the question, but it's the wrong question. The right one is aside from you. Who else needs to be involved in this decision? That's when the MD would say my FD and my co Oh, you get their names. And then you do what's called a justification statement, I would say, I need to meet all three of you. And the reason being is I find often you'll have very different questions, and I want to answer those. So together, you can make an informed decision. Because if I try and sell to that individual, it's patronizing. And, and he or she will feel on going above his heads. So if I justify why, in terms of helping you make an informed decision, they feel more relaxed about it. So that's probably my first. My second one is, I'll give you two or three more. So let's say you're coming up against two competitors. And it's coming down to price or so the prospect says, and they go, you know, you're a little bit more expensive than the other two, which might be the case. Mike, my question would be this. Can I ask you, if all of us were priced exactly the same? Who would you choose?

Now, often, it will be you, because otherwise, they wouldn't raise the objection. Right? And when they say, Well, I would choose you if the prices were all identical. The killer question is, I'm really pleased to hear that. And why would you choose me? And whatever comes out of their mouth is the reason they favor you, over everybody else. And then you say, to now understand why I command a different fee. There's no one who can set it better than themselves, you know, to the seller concepts themselves. Then, when you're in a sort of beauty parade, let's say you're up against two or three companies.

One killer question that so many people don't ask is, may I ask what is the most important three factors to you When making this decision? Get the three out of them. And what's funny is when you ask for a number, they will give you three, even if they've only got two in their minds. So they'll give you three and say, and if you could only have one of those, which one would you have? So I now know which of the three is most important. And my final one is, and I got this idea because I used to say to my decision-makers are normally sales directors and MDs. And I used to say to the two or three people, you know, if you took me on board for training, what is the number one objective you will achieve? And 95% of people said, more sales. And I thought, That can't be right, because not everyone would have the same objective. So I blamed myself, and I thought I'm asking the wrong question. Now I ask is this, I say, let's fast forward six months from today? How do you know working with me has been a success. When I did what's called a future pace question. I got totally different answers. They said, our conversion rate has doubled. Our team has gone through the roof, our customer attrition rate is reduced by 10%. You know, our bottom line has gone up by 5%. The different motives came out. And the reason for that is that question is so much more thought-provoking, and engaging. It gets them to think differently. And that's why the game asks the better questions. And I guess my final example, is using estate agents this is a great example. Every call I listen to, when they're qualifying a buyer, they'll say, Have you been looking along? And the buyer will go? Yeah, yeah, weeks. Have you seen things you like, though? Which is one talking to you? It's a crap question. So I put those two together, too. Can I ask you, Mr. Buyer, what's the best property you've seen so far? And it cuts out the noise because I don't care that they've been looking for a month, and I don't care. They've seen 10. They don't like me will know what the best they've seen. And then then I want to know what tracked them to that best. And then when they give me a list of what they like, I would say which of those

things would you not compromise on? And now I've got such a good picture of what they want, just by asking two or three better questions. These fantastic

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Maria Franzoni 34:21

love that Barcelona said, Sorry, James doesn't say poster. This guy is good, Tony, I agree.

James Taylor 34:29

This is gonna be a great episode. Also, people to listen back to, along with Mary's episodes, about wishes about asking questions as it relates to what how would you best describe that

Maria Franzoni 34:43

she puts this scope in That's Mary Tilson and she's scoping when you've actually got the brief and you're trying to scope and really understand how what success looks like I suppose because really do you know the risks to avoid and you know, what they want to achieve and sort of all of those Understanding so yeah, she's got some fabulous questions. Yeah, the two together. Absolutely killer. Fine, Kathy.

James Taylor 35:04

So, Tony, I'm sure people want to go in there, check out learn a bit more about you after hearing this, this great kind of ideas, these great tips, you've been sharing these questions, where's the best place for them to go and do that?

Tony Morris 35:17

Thank you, Jane. So I have sort of four facets to my business. But the website tonymorrisinternational.com is sort of my, my marching website that has the four different brands to my business, which is my training company, which is called ROI, but you'll get all of this under termers International, Tony tooks, which is my speaking business. And then TMI university, my e-learning. And finally, I've just

launched another facet called atomic harp, which is a consultancy, to estate agents. But overall, Tony Morris international.com will take you there to those four different I guess business streams

James Taylor 35:57

of your books. If someone was to go get a book, which was the one you suggest that they pick up if they want to get further into this area of sales if they

Tony Morris 36:05

want to get better at sales. Definitely, my first coffee's for closers, but the others are, they're all different elements. So perfect sales call is if you are by hate the word cold call, but if you're doing what I call value calling, then the perfect sales goal if you want to convert meetings better, the perfect sales meeting. So it really depends on what you want, but as a general sales to hone your skills and do the basics brilliantly. I would say it's coffees for closers.

Maria Franzoni 36:31

Fantastic. You're giving that away for free, aren't you as an E blast?

Tony Morris 36:35

Absolutely yet, with the absolute delights and pleasure to give that away as a gift.

James Taylor 36:41

What we'll do is we'll add that too if you're going to speaking business.tv speaking business.tv Math, just give it a moment while we go and place the link because this is hot off the press, we just decided this. Tony would be kindly offered to give us this. If you go to speaking business.tv Enter your email address there. It will take you to the Resources page of all of this episode and all the previous episodes that we've done as well. And I'll make sure that we add that link there so you can get a copy of copy for closers. Wow. Fantastic. Tony, thank you so much for being a guest on today's

Tony Morris 37:16

show. My absolute pleasure. I really enjoyed it and I hope your audience has taken some things away that they can put into practice.

Maria Franzoni 37:23

Thank you, Tony. That was fabulous. I'm going to remove the greenroom. We're going to have a little bit of a debrief. Yeah. Thank you enjoy it.

James Taylor 37:30

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