

James Taylor

Hi, it's James Taylor, founder of [SpeakersU](https://speakersu.com). Today's episode was first aired as part of International Speakers Summit the world's largest online event for professional speakers. And if you'd like to access the full video version, as well as in depth sessions with over 150 top speakers, then I've got a very special offer for you. Just go to InternationalSpeakersSummit.com, where you'll be able to register for a free pass for the summit. Yep, that's right 150 of the world's top speakers sharing their insights, strategies and tactics on how to launch grow and build a successful speaking business. So just go to InternationalSpeakersSummit.com but not before you listen to today's episode.

Hey there, it's James Taylor. And I'm delighted today to be joined by Mark Hunter. I just met Mark Hunter, a National Speakers Association event and I said, I have got to get you on the summit because we had a really fascinating conversation. So if you don't know Mark, Mark Hunter, aka the Sales Hunter is a speaker and author who helps individuals and companies identify better prospects. more sales and properly build long term customer relationships. As a speaker Marcus share the stage with such greats as Seth Godin, Tony Robbins, Arianna Huffington and Simon Sinek, Salesforce, Lenovo, Mattel, and Kawasaki are just some of the companies that have brought him in to help transform their people. And it's my great pleasure to have Mark joining us today. So welcome, Mark.

Mark Hunter

Thank you for having me. I'm looking forward to our conversation. So share with everyone what's going on in your world just now. Well, what's going on my world just as we were talking beforehand, next week, at this time, I'll be in Bogota, Colombia, speaking there to it to an audience and then I'll return to the States, Kwik Trip to Florida and then it's off to Malaysia, where I'll be doing another program in beautiful Kuala Lumpur and both those cities have got great restaurants. So yeah, I do probably about 25% of my work outside the US. And what's fascinating is business does travel

James Taylor

globally. And I believe I mean you're you're on the road now about 200 days a year. You know, kind of roughly so so you're you have, you've got some serious air miles that you've accumulated over the years I'm guessing as a speaker,

Mark Hunter

right? Wrong or indifferent? Yes, I do. I have more miles than I'll ever use in my life. But, but you know what? It's all about connecting with people and the experiences that you pick up, which in turn, make every keynote you do. Every keynote I do is really a culmination of what I learned in

the previous keynote. There's always something new there's always a new person you meet a new experience a new story to tell

James Taylor

when it will begin for you. Where did the you know the keynote speaking the professional speaking style for you?

Mark Hunter

Well, it began I was in court. I was in a corporate job for 18 year 18. Wow. 18 years. Yeah. And I just got simply tired of working for the corporation. And in that role, I had been kind of a corporate spokesperson. For my company, it was a large we are doing about \$16 billion a year in sales US dollars. And I was doing a lot of this speaking at conferences and so forth, so I just I just quit, I literally just walked out the door and begin began doing a lot of consulting initially. And then began morphing into more and more training and speaking, see, really the keynote speaking drives everything else I do. Now, that's probably about 60% of my revenue. But it drives a lot of the other consulting opportunities I have the online activities I do some of the training I do, etc, etc.

James Taylor

So if you had to strip it all back is the speaking the one thing that you would ensure that you always wanted to do you or do you actually is a speaking just a vehicle in order for you to do consulting as a consulting where your heart really lies?

Mark Hunter

No, my heart is not in consulting. My heart's really on the stage. I love being on the stage. I third, I thoroughly enjoy being on the stage. But the nice thing about consulting is it provides you with the experiences it provides you with the insight it provides you with so to speak the behind the scenes Look, if all we do is keynote, I think we become kind of shallow because we see people at meetings and it's a very superficial type relationship when you have a chance to dig into companies and really understand them. And I think that's what clients who hire me today, that's what they like, because they said Marquis, you bring in the experiences because you've pretty much have have worked in every industry, and so many countries globally, that you bring a freshness, an outside perspective to an insight.

James Taylor

I'm going to talk about that kind of international the global piece in a minute, but I'm wondering when you got started as Speaker Who were those early mentors for you who the people that they can maybe take you under their wing or provided support or advice or mentorship.

Mark Hunter

Well, maybe that's why I started so slowly because I didn't have anybody who took me under the wing. You know, maybe that's, you know what I watched people like Tom Peters, I watched I watch, who are the thought leaders Tom Deming Who are the thought leaders out there in the business world? Jack Welch became a real mentor of mine. He doesn't know it. I don't even know him. But I mean, you know, watching him. So really, it kind of learned from just watching people from a macro perspective. Then I got involved in NSA and NSA was a terrific asset to me and it was able to really create a lot of very strong relationships. And then you just kind of keep going down the journey you keep you keep going down the road. And when you can get started in the speaking world, we were very clear that sales specifically as a topic you wanted to speak on or were you abroad a speaker at the start? And then you can, you can start to hone in on actually, the sales is the thing I'm really passionate about Angel Android can can sharing helping transform people in that way? Well, I made the mistake so many people did you have a check? I have a speech for you. You know, we all kind of so many people started off that way. And it was only after a few years that I really came into this You know, my background is sales. And when you have the last name of Hunter, it really works pretty well. So that's how I became the sales Hunter. And you know, it took me a few years to kind of morph into that. But when I did that, then I found my legs truly as a sales speaker. Now, that gives me the opportunity, I can run off and do some other things in terms of sales, leadership in some areas, but it really comes down to sales, which really is what business is all about.

James Taylor

So I know whenever I serve a speakers, people that maybe attend these summits, and I asked them what their biggest challenges are the sales, the getting the gigs part is like, probably the number one maybe, you know, maybe branding and other positioning. And I think privacy, maybe sales is, especially as people kind of get more into the business. So for someone that's watching this just now who is maybe like you, maybe they're coming from a corporate background, they're starting to move into really wanting to believe that this is something they really want to do. How should they be thinking about the sales piece What they do?

Mark Hunter

Well, you got to understand that you're going to spend 90% of your time in sales and 10% in the delivery of it. And I'll tell you what it's all about the telephone. I mean, if you can't pick up the telephone and make those calls to people who are not expecting your calls, guess what, you're probably not going to be very busy. We can write all the posts we want, put them out on the internet, we can do all the social media stuff and all and that's all good stuff. But I'll tell you what, my bank does not take clicks and likes. My bank takes dollars. So at the end of the day, I've got to be picking up the phone and I love making phone calls. That's what it's about. You have to remember, what are we doing when we deliver a speech? We're creating changed behavior. And what does that mean? That means it's got to start off with really the prospect who is the person I'm reaching out to? And I got to create a level of trust, a level of relationship with them,

and only after that point, will they hire me? I mean, even today, I mean, I've been doing this for almost 20 years. I'm on the phone all the time making calls are they to cold calls? No, not really. But boy their calls and you know what, I love making them because that's where it all starts. You get the engagement because the phone call you made so

James Taylor

I'm wanting I'm thinking as a sales is a lot of people have got maybe a negative connotation about what sales is and what sale how to sell and, you know, think about this as it Glengarry Glen Ross You know, there's movies were always be closing and, and all those you know, there's things you hear all the time as well. I do remember one thing though from from that which was one of the other things we're in a kind of by the by in terms of the quality of your leads, and you know, you know, lead sales come from from leads. So I'm wondering, you know, at that early stage before you even get on those conversations, how are you thinking about the leads part of finding leads lead generation?

Mark Hunter

Well, yeah, that's huge. I always say inbound leads have depreciating value. outbound leads have appreciated value. Let me give you a quick 32nd overview of inbound leads. Somebody inquires on your. You can't, you can't on fast enough to call them back. I had a gentleman who filled out an online form on my website and it goes to my staff and it comes to me, I happen to be sitting in an airport, I got it, it would have been easy to sit there and say, I'll just let my staff handle it. There is a guy's phone number. I picked him up. I picked up the phone. I called him and he said, Wow, that's fast. I wasn't expecting you to call. I was expecting somebody reach out to me for a couple days. And I joke with him. I said, Well, I am the sales Hunter. And I do believe in prospecting. And he laughed. And within five minutes, we took that deal all the way from Well, I think I want you to have Have you come in and Keynote for my sales kickoff meeting to you are going to come in, I just have to get the approval for the funds. And you inbound leads have depreciate you got you got it you got to read you can't reach out to them fast enough and don't reach out to them. by way of an email pick up the phone and call I I can't stress this is a personal business this is a relationship business. And so I grabbed that now the outbound lead, I'm gonna you know, I may be calling you and I've got trade associations I want to do work with I may call them and they don't know who I am. But you know what I know if I leave a message they're going to go to my website, they're going to go out and Google me See that's where that that that that web presence that internet presence that you've created begins to take hold. And guess what I'm going to follow the the number one sales every morning in the shower. We are we are faced with the key word in sales. People don't don't realize this, but it's on the bottle of shampoo. It says repeat, repeat. You have to be willing to repeat,

James Taylor

repeat. I don't want you on the outbound piece. Any of the best salespeople I've ever met, they that they know their numbers. They're very, very clear. I need to be doing this number of calls

and They're very, very clear on the numbers. So I'm wondering, you know, somewhat yourself, what are the numbers are important to you that you're always tracking? You're always wanting to be sure that you're kind of you're hitting those, obviously, apart from booking of keynotes. But what what are those kind of those lag? The lag or the, you know, in sales number? Yeah.

Mark Hunter

I always want to have three meaningful conversations every day. If I can't have three meaningful conversations, I haven't hit my number. And it's interesting, but I look at that come the end of the week. And I want to know, and this is one of the wishes. One of the things I've had many, many times when come Friday afternoon, I may be in my office and I'm tired. It's been a long week been traveling and I want to shut down but I go, you know what, I haven't made my number. And I pick up the phone and I make it and I make those calls back does funny but the last three Fridays I happen to have been in my office kind of unusual. And every week has been and yet every week, the last couple hours of the day winds up being incredibly productive because I start making calls calls start coming in momentum. Tim creates momentum. This business we have unfortunately too many wonderful speakers very talented, very gifted speakers who don't make it because they don't. They can't get the platform. Yeah, because they can't sell. You've got to be able to sell pick up the phone make the call.

James Taylor

I remember talking with david admin about this and he said a lot of the speakers they forget they forget that this the job is not speaking the job is getting the speaking gig or something or something along those lines.

Mark Hunter

All it is is to completely separate. Yes, yeah.

James Taylor

So I'm wondering now, for someone that maybe they just haven't had a lot of experience in sales haven't come from maybe a kind of sales background, but they realize, okay, this is important. I need to be developing these skills. I'm just wondering, just the first kind of question I'm wondering is like, when, in terms of the time of the interview usually suggest to get get on those causes early, getting them out of the way as quick as possible in your day, or are you thinking in terms of using time zones, because you're speaking a lot of different places, there's different time zones, and I'm also wondering when you're on the road When you think you know, your airports, you're traveling or you dinner wherever you are. How do you ensure that you can hit those numbers? Well, yeah,

Mark Hunter

it is. A I use time zones all the time. I 11. I live in the central part of the United States, but I'm using the East in the West and Asia and Europe. Yes, very much. So here's all key thing. I want to start off the day making my calls. That's very important. Why because it actually get, I get excited, I get jazzed making telephone calls. And other freaking out over this, but I get jazmyne that actually actually pumps me up. Now you may be afraid to make calls. So here's a tip that I suggest for you. The first call you make today, make it to somebody you know, maybe it's the next client, maybe it's somebody who you know, reach out to them. Just getting your lips move and just getting your conversation going. And here's the thing when you're calling somebody. And for instance, I break my business into into two parts associations and corporations, associations, I know have to book speakers because they've got meetings. So my conversation is going to be more along the line. What are you looking for when you bring in speakers? What are some of the challenges you have in getting people there? Now? It's not my content. No, it's it's what are you doing to get people there? What are you doing to get people engaged in your association? If I'm calling your corporation, my conversation is more around, you know, the challenges the corporation is facing new products are rolling out competitors, different conversations, you've got to it's not about selling a speech. It's about selling an outcome. It's helping them achieve their objective.

James Taylor

That's great advice. I mean, and that, that someone said to me recently, we just said, you know, they will look at you my site was just going through a renewal just now. And they said you know, the one your soul looks great and everything but you're you're not focusing on the outcome. Why do these people want to be so so that kind of goes down to the sales piece as well having those conversations, thinking about, you know, thinking the outcome first, and I'm wondering so you dealt with like one part about dealing with rejection. Getting those first calls getting them in early having that first one was maybe someone you know, but it may be when you get to how do you deal with the inevitable state that you will get rejected on courses that you have people will say no, for whatever reason. Is there anything in terms of how to, you know, build that resilience and yourself as a speaker as Sally is speaking?

Mark Hunter

Yeah. First of all, no is never permanent. It's only a moment in time you got it, you got to always remember it, no, is only a moment in time. And I know I'm not going to get every engagement. That's fine. I know. But all all I want to do is be able to keep the real, my objective of every phone call is to earn the right, the privilege, honor and respect to be able to reach out to that person again. So they may say, no, we're not interested. I said, Great. Hey, I want to really wish you the best in achieving your goals. And let's just keep in touch, and I'm going to reach back out to them. I might reach out to them again in a couple months. It might be six months it might be but I'm going to reach out them again. Nobody ever falls off my radar screen completely.

James Taylor

And as you start to build your career off, see now you speak globally speaking 25% of the time, you're speaking internationally as well. I'm wondering, was there a key, a key insight, a key maybe an aha moment, as you were developing your speaking career you went, Ah, okay. This is maybe why I need to be focusing on maybe in my the content of what I do or in terms of how I sell myself or perhaps something else in terms of how you're building your authority or your overall business.

Mark Hunter

Yeah, it's really, I'd say it's three things. One, it's being yourself, you have to allow your personality to come through and be who you are integrity in this business is the only sustaining value we're going to have. And if you are not off the stage, as soon as you are on the stage, you are dead. Now I'm in sales. This is interesting. So it's very interesting is when I'm on stage, I'm talking about sales. Guess what those practices I used to sell myself and better be the same had better be the same thing. So That's one Be yourself let your personality to it's about creating concepts and ideas that your audience can relate to and travel with them. I've written a couple books high profit pricing, assuming high profit selling high profit prospecting, and what is it around high profit you see that that that's kind of a focus of where I'm at, I'm helping you achieve profit and with that, then I've got very key talking points and so forth. The third piece is really creating your image and a big enough of a platform you know, really is a strange I, the expression has been made many many times but you become who you associate with, you know, you become most like who you hang out with. And it's very important that that Who are you hanging because that's who you get associated with. So I work to really create that brand and that brand image is as much me as it is the sales hunter and I'm proud of the brand, the sales hunter There are people who say, oh, you're in sales. I'm going to go, you know what my objective in sales is to help you see and achieve what you didn't think was possible. Yeah. Now think about that. That

James Taylor

makes that makes me feel pretty good. I love that. And it's actually it was interesting after that, where we met, and I had like a big stack of cards that usually when you leave an event, and I was I was thinking, I just on the flight back, I was thinking, who do I remember? And why do I remember those people? I remember yourself and there's like three other speakers I you know, in terms of having conversation with people as they were speaking on stage, but just having conversations, and they had some, there was something in them in terms of the hook. In your case, I think it's the clarity of, of your of your message and what you're about. So it's really kind of straightforward and positioning. And for other people. It was just it was they had a way about them. It was something else but there was something there that can hook that made you want to say, tell me more, you know, tell me more and you can happen to find that.

Mark Hunter

Yeah. That brings up a good point. Because from an international standpoint, if you think about, you gotta have clarity of message. If the message is not clear, and there's not clarity in the message, it's not going to translate well. And I think this is what's allowed me to do, I'm making probably my sixth or seventh trip this next week to Colombia. Why? Because it's a clarity. And remember, they speak Spanish there. I don't speak Spanish very well, I don't speak I don't. The only language I speak is the language of business. And, and but it's the clarity of the message. You know, in a couple weeks I'm in Malaysia, I mean, I, as I clarity has to be there.

James Taylor

So as you were starting to kind of develop your speaking business you mentioned but moving into more speaking more globally as well. Is there any advice maybe someone new that's watching this just now they're already speaking, they've already got pretty good speaking business in whichever country at the end they're in with US or UK or Australia. But they really want now to start stretching their their wings a little bit and what about Would you give them was it is it best to maybe choose a couple of key territories? Or is it may be looking, you know, is it? Where do they begin in terms of thinking about those other territories?

Mark Hunter

Yeah, I've never chosen a territory and maybe because I'm the world's lousiest tourist. I mean, I've traveled all over the world and I can't tell you what's outside that hotel. I mean, I just, I'm a lousy tourist. I have done two things to really build my global business I've allowed by and you've spoken globally, there's somehow you've got, you've got the passport, you know, check. And so I've had companies. I've had Samsung, I've had Coca Cola I've had, I've had a number of companies Heineken, I've had a number of companies that have trap that I've allowed to have that have taken me globally to help them with their message. The other piece that I do is is there are local associations or local entities that I will turn Right to reach out to, you know, and that's a way for a new speaker, you know, you may be saying, Hey, I'm in this country here, how do I reach out to some organizations in that country? This is again, what NSA and the global speakers, you know, all wonderful opportunities that you say maybe I'm going to try to speak at one of those events, and then you build out your brand from there. The other thing that I've done is I've got clients that aren't even in the United States. I'm going in May, I will go to India. And this is with a Japanese company. They don't have any operations in the US but a couple years ago, they brought me to the Philippines. Now they're bringing me to India. How did they find me? They found me because of my global work with other companies. They it just it just begins snowballing,

James Taylor

isn't it? I know I was speaking to Frederick hiren. The other day, a great speaker from Singapore. And he was saying he made a very, very clear thing when you want to speak more globally, he said, he said I'm going to try and pitch myself primarily to speak The global conferences of those companies or those associations. And so he really went and made a

beeline for speaking at the global because he knows if I speak for, you know, let's say Toyota might speak at their global conference, then all the leaders of all the other local, national, you know, versions of the company going to be there as well. And he said, he said, if you're any good, and this is the this is the really hard part isn't you've got to ensure that you're good. Otherwise, you said if you're not going and speaking, you're not going to have the bookings straightaway from that speaking, then you probably need to be looking at your, your craft, and whether you're speaking.

Mark Hunter

Yeah, that's a key point because I'll tell you what every speech has got to create another speech. And if you don't, I'm going to Malaysia here in a cup. I haven't even I haven't even been at this conference. I'm going to speak at Malaysia and I already got another lead off of it this morning from somebody who's going to be at the conference. So it's like, Okay, this is great. You know, something about speaking internationally to you have to be willing to fit in to their customs. Just go with it. I mean, I really try to be low maintenance, nothing, I'm speaking in India, and all of a sudden the power goes out and the room is dark and I just kept talking. Because I know that you know what the power goes out. And you know, in 20 seconds the generators will kick in and I did and the generators came back on and I know that you know what in another bit, they're gonna flick again as a generous go off and go back online. And it was amazing at lunch, the client came you said, Oh, thank you. You were excellent. You how many times you know, you really know us here in India because you know, our power goes out and because I just rolled with it, you just roll nothing fazes.

James Taylor

So there's a couple of quickfire questions that as we start to finish up, wasn't your speaker bag. What is it that bag that you carry with you to all your speaking engagements that the bits and pieces that you have there? What do you never leave home without?

Mark Hunter

What do I never leave home without my American Airlines? You know what I mean? Really, it's just my laptop, my iPad and my phone, you know, and I've got that I've got that universal charger, that universal connection code and you know, so forth. But I rely on Skype, I use at&t, I have a newer phone so I can I can make phone calls anywhere in the world, as long as I connect to Wi Fi. So I don't allow that's a key piece. I love making phone calls to other clients or the potential clients when I'm going in. Hey, I'm in Malaysia today, but I wanted to reach out to you and talk about Wow, that's cool. make phone calls when you're in other countries and just Hey, I happen to be in Colombia. I happen to me. Yeah, those are gold. So really, there's no tricks to the trade other than I'm always can. I'm always connected with my laptop, I'm always there.

James Taylor

Well, but when it comes to the sales pitch, I mean, obviously mentioned Skype as a tool that you use for that. Are there other tools that you use online tools, apps in order to ensure that you're always following up you're you have some way of being able to track all of this?

Mark Hunter

Yeah, I I'm really in between CRM. Systems right now. So my CRM system really right now is a notepad and an Excel spreadsheet. were evaluating some new CRM systems. But I haven't migrated to that. I had been using Zoho for a long time, but we're my work, we're going to migrate off it. The other thing I was gonna say, um, well, one of the best tools that I use to keep in touch LinkedIn, I'm all over LinkedIn. LinkedIn is a global business to business communication tool. I use that far more than Facebook. Facebook to me has got a very small slice. I know within the speaking community, a lot of people are on it. But LinkedIn is where I'm at. And along with that means that's beans. It's YouTube. That means it's

James Taylor

Twitter. And what about in terms of a book I think I love a book recommendation from you. It could be a book on can be one of your own books about book it could be on speaking it could be on the sales part or something in terms of mindset for speakers.

Mark Hunter

Yes. Well, I don't have a wall. Yeah, I buy the book right now that I absolutely. I can't reach you right now. It's on the floor principles by Ray Dalio. Ray Dalio. He is the CEO of Bridgewater group, I believe it is that is a huge, huge investment hedge fund. And terrific book, another book that I keep going back to, and he is an NSA member. Wonderful, wonderful Gentlemen, I have probably sold hundreds of I've given away hundreds of his books, Vern Harnish. And the book scaling up, scaling up is a tremendous business book. And I almost universally whenever I'm with a medium sized company, somebody around 100 \$200 million in sales, or even 20 or 30 million, and I meet the CEO, I always say, Hey, you know what, I'm going to send you a copy of this book. It's not my book, but I recommend it. And I get more comments back on that

James Taylor

one phone footage on the show is here as well.

Mark Hunter

Yeah, suggest other books. I'll tell you what, you want to become endeared to thought leaders. Send them copies of other people's books. Yeah.

James Taylor

That's huge. Yeah, absolutely. Actually, we I was I was talking to someone the other day about it. And I said, you know what we should do? Just get together, you know, a couple of thought leaders speakers, and almost put together a bundle that we sent to like co books of the month thing and we just cross, you know, collaborate with other speakers because I know a lot of speakers are doing it themselves for their own individual books, but wouldn't be cool if we had some kind of way that we could just club together. And we could just send out those books.

Mark Hunter

And we need to because we're in a very high margin business. I mean, our cost of goods Think About It is very, very low. Nobody invest in our business the way we should. So don't go say, Oh, it's a \$30 book. It's a \$20 book, get over it, send it send it, it's well worth it. Because if you get that full fee engagement, hey, that's pretty good margin.

James Taylor

Now, final question for you. I want you to imagine you woke up tomorrow morning, and you have to start from scratch. So you have all the skills, the sales skills, the speaking skills you've acquired over the years, all the knowledge, but no one knows you, you know, no one, your LinkedIn profile has been wiped clean. Your CRM has been wiped clean. What would you do? How would you restart?

Mark Hunter

Well, I would I would Google first Association And I would start with associations, I'd get a list. And I would start reaching out to 10 associations every day. And know that don't make 100 calls. Because the key and making those calls is the art of following up, you're going to call 10. Today, you're gonna call the next day. And you know what, a week or so later, you're probably gonna have to call those same 10. Again, you're gonna have to call again, I would start with associations, because you know, they have to book speakers, be flexible, be variable, and just get out there and make it happen. This is a wonderful, this is a wonderful business and I'm going to tell you something very interesting. It's easier to break into the business today than it's ever been. It's easier to create a name for yourself today because this little thing called the internet, I think it's gonna stick around I think it's gonna make it allows us to create a pretty big global footprint pretty quickly. And that's why I love I love I love speaking. And I love speaking globally because every opportunity creates another opportunity.

James Taylor

Now where should people go if they want to learn more about you, I know you have obviously you've defined a resource manager some of the books as well, but where's the best place for them to go to kind of learn more?

Mark Hunter

Well, the best place is the website, the saleshunter.com that's my website, the saleshunter.com. And hey, it's full of resources. tons. There's tons of free things, but you can sign up receive my weekly email, I send out a video every week I we put a lot of content out there because we believe you got to share.

James Taylor

Yeah, share to help other people. Mark. It's been an absolute pleasure speaking with you today. I'm so delighted, you know, we got a chance to meet at the NSA event when we had this conversation. So I really want you on this summit as well. So thank you so much for taking the time today and sharing your your wisdom and your knowledge, especially around the sales thing. I look forward to getting a chance to actually hear you speak on stage at some point soon.

Mark Hunter

Great. And thank you for all you do to help the speaking community.

James Taylor

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