

## 5 Important Reasons to Hire Les Hewitt

**THE SUCCESS OF YOUR NEXT CONFERENCE, SALES RALLY OR  
MANAGEMENT RETREAT WILL DEPEND LARGELY ON THE SPEAKER(S)  
YOU SELECT –CHOOSE WISELY!**

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**Here are 5 absolute essentials your speaker will need to demonstrate in order to ensure your meeting is successful:**

1. **Credibility** –experience in the real world of business is critically important. Les Hewitt has more than 30 years on the front lines. He’s experienced all of the cycles and understands the everyday challenges that people face at all levels in an organization. He’s also an experienced coach and creator of the international bestselling book series *The Power of Focus*.
2. **Excellent presentation skills and the ability to connect and interact with a wide variety of audiences.** This is Les’ strong point. Using an easy conversational style laced with clean Irish humour, the audience is quickly engaged in a fast paced, down-to-earth, challenging presentation. People are energized and become self-motivated to make significant improvements in their lives, professionally and personally.
3. **As well as entertaining, the presentation must be content rich. It’s all about VALUE.** There are so many sad stories about conferences that fizzled because the presenter provided too much fluff and hype instead of solid practical ideas that can be easily implemented. The only thing Les Hewitt is concerned about is meaningful results. You’ll find that his excellent handout materials will be used long after the meeting is over.
4. **Easy access to the speaker at all times, before, during and after your program.** Les insists on a detailed conference call with the meeting planners *before* any contract is approved, to make sure there is a good fit on both sides. His super-efficient executive assistant Lynn is only a phone call away and can arrange any direct communication that you require.
5. **An in-depth knowledge of the meeting planner’s needs.** Les hits a home run here! Having personally created, organized and promoted more than 450 major events, he can add immense value when it comes to all of your set-up requirements. He’s learned that success really *is* in the details. Our philosophy is win-win: That means, for us to win, you must win too. Simply put, it’s our job to make you look really, really good!