

Positioning Page: Mark Bonkiewicz

POSITIONING QUESTION	ANSWER
When should I submit Mark for a program?	When the client is seeking a high-energy speaker on the topic of leadership, vision, strategic planning, and needs new perspectives
What is the best audience for Mark?	Mark works extremely well with all levels of your organization.
What is Mark best known for?	Always energizing his audience
What topics should Mark be listed under in our database?	Leadership, vision, inspiration, planning, sports, sales, and the Continuous Improvement Process (CIP)
What is most unique about Mark?	People of all levels and abilities relate to Mark.
What parallels does Mark draw for a business audience? How does it relate to them?	Mark is excellent at relating his tools and techniques to everyday events, including college football.
When does Mark shine the brightest?	When he is interacting with the audience while presenting
When would Mark not be the best fit?	When your maximum speaking fee is below Mark's minimum
What are the results of Mark's presentation? What do Mark's clients comment the most about?	The audience walks away with ready-to-use tools and techniques. Mark's audiences comment the most about how well they relate to Mark and his messages.
What is the best closing technique for booking Mark?	Mark is only a phone call away: 402-490-8612
Who is Mark most similar to?	Zig Ziglar for passion and delivery; Stephen Covey for thorough content