

Jeff's Code of Ethics

1. We will not take on any speaking engagement if Jeff Davidson is not among the best speakers the client could retain for the assignment. When we say yes to a lead that you provide, you can be assured that Jeff is highly qualified and intends to offer services that exceed the client's specific needs.

Fees and Expenses

2. Our fees are consistent, whether booked by you or us. We never raise client fees for bureau-generated engagements.
3. If you arrange for the purchase of our products, we agree to follow your directions regarding any product sales and to pay you a commission on the net revenue.
4. For clients seeking to book Jeff for presentations on successive days or for several dates in advance, we offer an added days reduction of 20%.
5. If a client goes out of business before all fees are collected, we request 75% of any amount you've received. If a booking is cancelled, we request 50% of what you've collected.

Updating

6. We will keep you updated and send any notable body of new materials, such as referral letters, programs, and products.
7. When an opportunity emerges to invite you to a presentation, we will alert you at least one month in advance. When the chance arises, Jeff would like to meet with you at your office.
8. At your request, we'll supply you with extra copies of Jeff's books, AV products, literature, demos, and one sheets.
9. Jeff will call you directly after a presentation, at least by the next day, and give you a quick update along with any leads for potential spin-off bookings. We will follow up with business cards and other information collected by mail and fax.
10. Please keep us informed of major changes in your company and periodically explain how we can support your efforts.

Leads and Bookings

11. When you call with a potential or confirmed engagement, we will respond promptly. If we already have that date on hold, we will call the earlier party and ask for closure within 48 hours.
12. Your clients remain as such permanently, and we will keep your clients and prospects confidential.
13. We will send Jeff's package to prospective clients at your request. We will include a cover letter with your phone number and email address, indicating

that you requested us to send the package and that you handle all contract negotiations related to the booking. We'll keep you informed of all contact we have with your clients and prospects.

14. We will check with you first before releasing any dates. Concurrently, when a client indicates to you that he/she isn't going to retain Jeff, we request that you phone or e-mail us at your earliest opportunity.

Travel and Expenses

15. We request no transportation expenses.
16. In 25 years of fee-paid speaking, Jeff has missed one presentation (Sept. 14, 2001, when all planes were grounded). We affirm that Jeff will be on time and ready for all presentations.
17. Because of the intricacies of flying from one client's location to another, we often make our own travel plans. If your clients seek to handle travel arrangements for Jeff, we'll work with them to find the lowest expenses. We will seek your approval for and inform you of all travel plans. We bill clients only for agreed upon reimbursable and reasonable expenses, within 72 hours.

Other Information

18. Jeff does not engage in risqué language, off-color jokes, or other such behavior, on or off the platform. We pledge to you high standards of professionalism.
19. The essence of effective long-term relationships is trust. This roster simply cannot cover every circumstance that may occur. Therefore, we pledge to approach each situation by listening, reflecting, and seeking to follow the path of the highest good for all concerned. We err on the side of the bureau!

Acknowledging that strong partnerships don't simply happen, we look forward to a mutually prosperous relationship. At the least, we will match you measure for measure to develop a working relationship that results in highly satisfied clients.

Thank you for carefully reading all the way!