

Chapter 8

Create a Compelling 30-Second Commercial

■■■ **Being able to clearly explain what you do is a real moneymaker.** (And if you can do it in 30 seconds or less - all the better!) The better your choice customers understand what you can do for them, the more business you will attract.

What do you do?

You've got just 30 seconds

Do your prospects and clients really understand what you do? **If you were asked to describe what you do in 30 seconds, could you do it?** If you're feeling a little tongue-tied right now, don't stress. Here are some proven ways to communicate the benefits of what you do.

First, develop a memorable way to introduce yourself and your company – create your own “30-second commercial.” Others may call it an ‘elevator speech’ because you should be able to say it in the time it takes to go on a short elevator ride. (It may also be referred to as your **audio logo**.) Regardless of what this self-introduction is called, the desired response is for the listener **to want to learn more about what you do.**

Results and benefits

With all the competition for business these days, everyone knows how important it is **to stand out and be noticed.** Here are some proven formulas for attracting business that I share with my coaching clients. In each of these formulas, the **focus is on the RESULTS that your clients get when they work with you, and not on the products that you sell.**

Depending on the situation you're in, you can use **a longer or shorter version of these self-introductions.** The important thing is that the introductions reflect who you are and sound natural.

Memorable and comfortable too

Develop a memorable self-introduction that you feel comfortable with. Focusing on the valuable service you provide – and how it will help your prospects – should help you relax when you need to introduce yourself on the phone, at a networking event or in front of a group.

Guidelines for an elevator speech that packs a punch

Focus on benefits

One formula that works well is to use **the benefits-oriented introduction**. This is when you explain the benefits of your service, before you give your company name and title. Here is an example of what to say when someone asks, “What do you do?”

I help keep your company name or service in front of your best prospects and clients. I’m a promotional marketing specialist.

Be a problem solver

Another way to get your prospect’s attention is to put yourself in your ideal customer’s place and identify a problem they may have, that you can easily solve. This introduction works well in front of a group.

One great example:

If you’ve ever needed help trying to think of a unique way to promote your product or service, I can help. Whether it’s attracting attention at a trade show, motivating your best employees or getting your business noticed, I’m the person to call. I’m fast, creative and I’ll free up your time, so you can concentrate on what you do best!

I’m a promotional marketing specialist. My name is _____ and my company is _____.

Focus on needs

Think about the challenges your best prospects experience every day. How can you save them time, money or effort? How can you give them peace of mind, make them

look good or be more competitive? Focusing on your customers' needs, and not on what you're selling, is a proven way to get more sales.

Specialist

You may have noticed that I use the term 'specialist' rather than 'distributor.' People like to work with specialists, and I believe this is a better title and explanation for what you do. **And if you don't feel like a specialist, learn from workshop presenters at industry trade shows and become one!**

INSIDER Information

One more great 30-second commercial

My name is Steve Smith. But I don't want you to remember my name; I want you to remember what I can do for you! I'm the person you call when you want your company to stand out from the competition and attract more and better business. I'm a promotional marketing specialist and I can help get your company noticed at trade shows, motivate employees or build customer loyalty. I'll find the perfect item, at the right price, to give you the results you want. I'm fast, I'm creative and I have more than twenty years experience, without ever missing a deadline.

Shorter version: I'll get your company noticed. I'm fast, I'm creative and I guarantee I'll meet your deadline!

Quick Tip

After introducing yourself at a networking function, hand out a creative self-promotion with your company logo on it and, of course, your business card, to everyone attending.

► *What Can You Do Now?* ◀

- Write your own **30-second commercial**. Practice saying it with your family and friends.
- Write your 30-second commercial on a 4 x 6 card and keep it in your briefcase.
- Keep your 30-second commercial card near the phone use it as a guide when calling prospects or creating marketing materials.

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