

How To Be Memorable In 30 Seconds

Use this when you are asked to introduce yourself and your company.

- **Speak in terms of the benefits of what you do.** "I'm the person you call when you want your company to get noticed, or attract attention at a trade show, or to motivate your employees or stand out from the competition. And those are just a few of the ways I can help to promote your business using promotional products."
- **Next speak in terms of what makes you unique.** "I'm fast reliable, and creative and I will be happy to give you a free consultation to see how I can help promote your company."
- **If time permits, you might want to add a short case history of a successful promotion.** Since you're new, it doesn't have to be something you did, just something that has been done successfully using a promotional product. Your suppliers can help you with ideas.
- **Bring a creative self-promotion with your company logo on it** to hand out to everyone (this shows you believe in what you sell), plenty of business cards and some small catalogs with promotional ideas.
- **Practice this in front of trusted friends and colleagues** and before you know it, you'll feel comfortable introducing yourself in all types of situations.
- **And here's a final TIP: be genuine, be yourself and be helpful.** People are attracted to sincerity, not hype.