

60 Second Commercial Helper

Section one (1) Introduction: (18 seconds)

Good day, my name is _____

I am a (Position): _____ with the

(Company): _____ located in _____

Currently, we work with (Describe the types of businesses or client needs that you fill)

To provide (Products/Services Overview)

Section Two (2) Tell a Story (20 seconds)

What makes you different from your competition?

An Example of what we do is/Recently we (success story)

Section Three (3): Ask for the Business (10 seconds)

A good referral for me is (name of account you are trying to get into or someone you are trying to meet: business with specific problem, be specific)

Section Four (4) Call to Action: (5 Seconds)

So if you hear or know of _____

Could you give him/her my card or ask if I may call

Section Five (5): Memory Hook (7 Seconds)

Because (memory hook or tag line)

Reiterate Your name and Company