



Helping you re-invent your business for the future

PROFESSIONAL BUSINESS COACHING

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## 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)

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### **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)

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### **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)

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### **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

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

Because (memory hook or tag line)

**Reiterate Your name and Company name**