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BUSINESS NETWORK INTERNATIONAL

The World's Leading Business Networking & Referral Organization

Belonging to **BNI** is like having a whole sales force working for you.

**Smashing Your
60-Second
Commercial***

THE EDUCATIONAL MOMENT

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Section 1: Introduction (15 sec)

- A. My name is: _____
- B. My position & company name is: _____
- C. My office is located at: *(use landmarks, not physical address)*
- D. My clients are: (where we look for prospects)
- E. Overview of products or services, including:
 - 1. Service 2. Widget 3. Opportunity
- F. Payment / financing options: _____

Section 2 - Focus Area (10 sec)

A. Here are some ideas for starting this section...

- 1. This week I would like to focus on...
- 2. Recently, I have had several people come to me for... (The "Rule of Three")
- 3. This week I would like to increase my business in the area of...
- 4. Today I would like to talk to you about... (a specific type of business person either as a prospect or source of business)
- 5. I'd like to discuss a special we're offering...

Section 3 - Story/Testimonial (15 sec)

- A. **Unique Selling Proposition (USP)**, your value added services, the benefits of your services and/or the differentiating factors from your competitors
- B. **BENEFITS, not features**
 - 1. Who you have helped...
 - 2. What their problem, complaint or difficulty was...
 - 3. What you did for them...
- C. **Why others would BENEFIT** from dealing with YOU in the same circumstance...

* GRATITUDE: Today's presentation was sourced from Y.P. Lai of Georgetown Penang, Malaysia. Y.P. is the BNI National Director for Thailand, Vietnam & Korea, and Regional Director for Malaysia. The full text can be found at <http://smashing-bni-60seconds.blogspot.com>

Section 4 - Call For Action (10 sec)

A. It is now time to ask your **MARKETING TEAM** to bring in the business:

1. Who do you know who... (requires your services)
2. An ideal referral source for me would be a... (target market)
3. A contact sphere that I am looking for... (target market)
4. A good referral for me this week... (target market)

B. Or more specifically:

1. This week, I want you to look out for... (specific situation)
2. If you see... (someone in the specific situation)
3. Tell them that you have a friend who can... (provide a specific solution/benefit)
4. Would it be okay if I get him/her to call you?

Section 5 - Memory Hook (10 sec)

A. Highlight Your Company Name

B. Connecting Who You Are with What You Do

e.g. "When you need a phone, think Executone" (telecommunication)

C. Communicate Your Profession

Reminding them of what you can do for them – e.g. "My paintings say a thousand words, so you don't have to." (artist)

D. Tell Them Quality is Important to You

Showing them you are serious about your work – e.g. "We don't just sweep things under the carpet, we clean them." (carpet cleaner)

E. Educate as You Sell

Telling them what your business does – e.g. "Would you rather pay taxes on your interests, or earn interests on your taxes?" (tax consultant)

F. Rhyme It or Sing It

Making them hum your ad for hours – e.g. "Before the problems hit Your foyer, call Mike your friendly lawyer." (legal services)

G. Play with the Words

Getting them to laugh as they hand over their business – e.g. "If you feel like shooting your relatives, call XYZ Studio." (photographer)

SUMMARY

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|-------------------------------|-----------------------------|
| 1. Introduction (15 sec) | 4. Call for Action (10 sec) |
| 2. Focus Area (10 sec) | 5. Memory Hook (10 sec) |
| 3. Story/Testimonial (15 sec) | |