

The 30-Second Commercial

You have 30 seconds or less to get your prospect's attention and not be pigeonholed as "just another sales rep".

1. People make decisions and take action based on 1 of 2 things...either moving toward pleasure or moving away from pain. Moving away from pain is far more of an emotional target.
2. Prospects/people buy into an idea for THEIR reasons, not yours.
3. Prospects do not buy features; they buy ways to avoid or overcome pain/solve their problem (real or perceived). Or, in other words, they buy the benefits – to them!
4. People buy from people...get to the emotion!

Focus on your prospects pain, and you'll get a much more committed response!

Some additional ideas...

- Be sure to keep it simple...don't ramble.
- Have a strong close (call to attention) that those listening will remember:
 - Something catchy and memorable
 - Identify a company where you'd like to help getting a 'foot in the door'
 - Share a testimonial...received or to give to another member.