



The North Georgia Business Connection

30 Second Promotional Introduction Sheet

This form was designed to help you develop your 30-second introduction for when it is your turn to “train” your sales force. This is formally known as your elevator speech. This 30-sec promo is unique to YOU, meaning this is why we want to refer to YOU and no one else, even if they are in the same business as you. Because people do business with people they like, know, and trust, one of the best ways to write your promo is to start with your WHY and then you can tell them how or with a question.

By writing it down, you will have an organized script and when read back, it is professional and detailed. You can write on a 3X5 card and/or digital format so you can use it until you have it memorized. After writing it down, read it out loud and time yourself. You may also add this to your online Bio which can be used for someone subbing for you.

There will be times that you may want to change the topic of your promotional regularly as it will better educate the people in the room, perhaps due to seasonal changes or added services or products. Think about what you want people to remember about you and your business - 60 to 70 words will usually take 30 seconds to say. So plan to get what you need to say in that many words.

You want to include: Your name and your company name and what sets you apart from the other companies you compete with. Say it in such a way that people will understand and want to refer business to you. Do Not describe what a good referral is for you in this promo. That is to be stated in the 30 second referral request at the end of the meeting. Until people know what you do, how can they send referrals to you?

Examples, Did you Know, What I have found, Statistics show, You might not know this but.

Print out this form, Write out your 30 Sec Promo below, and bring a copy with you to training.
