

Business Partners - Farmington BNI Chapter

45-Second Commercial Template

Date: _____

(5 seconds) Introduction: Your Name and Company Name

(10 seconds) LCD: State "Today I'm going to talk about..."

(13 seconds) Body: Share the value or benefit, share a story

(10 seconds) Ask: Be specific

(7 seconds) Close: Your Name, Company, Memory Hook/Tagline

Get Results With Your Weekly Commercial

One of the fundamental aspects of BNI is the 60-second commercial. Given the larger size of our group and in the interest of time, we give 45-second commercials. The Commercial gives you the opportunity to update your BNI sales force on your sales and marketing focus for the week.



When you provide such specific information, you enable your BNI sales staff to make an immediate referral to you on the spot or to follow-up with you after the meeting with a referral. Does it get any better than that?

Your 45-Second Commercial in a nutshell:

(5 seconds)	Introduction:	Your Name and Company Name
(10 seconds)	LCD¹:	State “Today I’m going to talk about...”
(13 seconds)	Body:	Share the value or benefit, share a story
(10 seconds)	Ask:	Be specific
(7 seconds)	Close:	Your Name, Company, Memory Hook/Tagline

Tips to Remember:

- Stand and speak with energy and confidence. It keeps your sales staff awake and interested in what you have to say.
- If your company name does not indicate clearly what your business does, spell it out.
- Prepare and Practice your LCD, Body and Ask three times and you are good to go.
- In your Body, share the customer’s pain and how you alleviated it, share the benefit the customer received and why it was valuable to them.
- Avoid asking for “anybody who” or asking for “full service” referral.
- Be Specific with your Ask. This may seem counter-intuitive but it will get your sales staff into their memory rolodex to look for a specific referral.
- Change your LCD, Body and Ask Weekly. Incorporate a little humor now and again; it keeps your sales staff engaged while you speak.

Keep a blank 45-Second Commercial template handy to use weekly (provided separately).

¹ Lowest Common Denominator – break down your business/profession to its critical parts (a. specific products or services, b. selected “target markets,” c. particular benefits, d. qualifications in the industry, etc.).