

Sales Manager Minute

A good BNI commercial consists of 5 sections. Each section is designed to allow you to share specific information about you and your business with the members of your chapter. Use the following to develop a memorable introduction. Be sure to change your commercials weekly to introduce different products and services.

Anatomy of a Sales Manager Minute

- Introduction:
 - Name
 - Company Name
 - Overview of products and services – focus on 1 each week
 - What type of business clients do you have?
- Tell a story
 - What makes you different from your competition?
 - Share a specific, recent story that exemplifies what makes you different.
 - Share a story on how your product or service has helped someone
- Ask for Business
 - A good referral for me is (be very specific, avoid using the words: someone, anyone)
- Call to Action
 - So, if you see/hear/know of _____, please give them my card. Ask the members to watch/listen for a need for your services.
- Memory Hook
 - Find a catchy phrase or use a pun – get people to remember you
 - After you say your memory hook, conclude with your name and company.
 - If you need help with a tag line/memory hook, check out the website: www.MemoryHooks.com

Be creative – create a poem, put your commercial to a popular tune, bring in props. Don't pass things around as this distracts the members from listening to you and also from listening to others' commercials. Put your handouts on the table before the meeting or put them on the chapter brochure table and invite the members to look your samples over after the meeting.