

## **60 Second Commercial – Sales Manager Minute**

Each week you will have an opportunity to educate your sales team how to identify prospects, open a conversation, ask relevant questions, and get permission for you to speak to the prospect about the possibility of doing business. Your sales team can most effectively open conversations and close contacts on your behalf if they understand **WHAT** you have to offer and **WHY** the prospect would want to consider doing business with **YOU** in preference to a competitor. You didn't learn your business in 1 – minute, so allow them to absorb different scenarios over time.

Please keep in mind that the Sales Manager Minute is a work in progress. Try it, do it, fix it. Here is an outline to get started:

### **Section 1: 15-20 seconds (same every week)**

1. MY NAME IS .....
2. POSITION AND COMPANY NAME IS .....
3. MY OFFICE IS LOCATED AT (Landmarks, NOT the physical address)
4. MY CLIENTS/CUSTOMERS/PATIENTS ARE: Where do we look for new prospects – where are you licensed? (A specific territory, the state, nationwide, internationally?)
5. OVERVIEW OF PRODUCTS OR SERVICES INCLUDING
  - A.
  - B. (You may have a long list – use no more than 3 areas from your list at 1 time)
  - C.
6. Hours of operation – especially if you are available unique or special hours
7. Payment/Financing/Insurance options, if applicable. We take M/C, Visa, AMEX, Bill corporate clients monthly, are providers for XYZ insurance's, no fee for initial consultations, work on a percentage basis, all products come with a 100% money-back guarantee, etc.

Are you thinking that this cannot be done in 15-20 seconds? Brainstorm on paper, practice saying it out loud, standing (Somehow the brain forgets what you practiced in your head while sitting and especially driving!) Think **SOUND BITES!** The one-time guest will be amazed and appreciate the amount of info you give in such a short period of time. This will also come handy if you have an opportunity to introduce yourself at any other time. You won't have to think about what you left out. Remember, over time, your sales team will come to memorize the info as well and be able to repeat it to your prospects! Keep going - you're doing great!

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## Section II

**TELL ‘EM:** choose ONE area from above list and start to get more specific about ONE area. Here are several ways to start this section:

This week I would like to focus on.....

Recently, I have had several people come to me for .....

Lately, I have had several, many; a lot of people come to me for.....

Over the next week(s)/month(s), I would like to increase my business in the area of .....Today I would like to talk about.....(A specific type of businessperson as a contact for me, i.e.

realtors, florists, either as a prospect or a source of referrals).....

A good lead for me this week/month/time of year would be.....

A special we’re offering is.....

## Section III

**TELL ‘EM:** Tell them a story relating to the topic you chose above. Every customer, complaint that you handled, person who referred business to you is a potential story.

**WE REMEMBER STORIES.** Include the following in the story.

- A. Who did you help?
- B. What was their problem, complaint?
- C. What did you do for them?
- D. Why would others in this circumstance benefit from dealing with YOU?

## Section IV

**TELL ‘EM:** Close with a call to action.

So... if you see/hear....., ask/tell them.....

## Section V

My memory hook is:

Pointers:

1. Bring Show ‘N Tell if possible to illustrate the point of the story. If you have flyers or brochures on the Resource Table, hold one up and ask members to pick one up on their way out.
2. Keep the Sales Manager Minute focused on prospects OUTSIDE of the group. Avoid saying “you” and “your needs”. If the members don’t personally need your services.
3. Today, they tend to shut out the rest of your message and not know HOW to prospect of your behalf. 10-12 minute presentations can be a collection of situations identified in these Sales Manager Minutes. Every opportunity to express the idea that you have “been there, done that” will help your chapter to get your referrals!