

# 30 Seconds to Make Your Case

---

*You have exactly 30 seconds to give your sales team information about how they can help you in the next week. Your 30 seconds is money. Briefly, ways to waste it: make an announcement, spend too much time greeting us, don't prepare for it. What follows are some ways to give your 30 seconds punch.*

1. Start your business infomercial with a question that appeals to a want or need. For example: Do you want to feel happier tomorrow?
2. Avoid starting your infomercial in the same way every time. You will avoid sounding monotonous and uncreative. Have at least three prepared introductions should give you the flexibility and confidence to react in the moment.
3. Keep three keywords in front of you. In a 20-second infomercial you probably have enough time for three or four sentences. Use a written keyword in front of you to “jog” your memory about your prepared sentences.
4. Remember, your business is to offer a service. You're giving a 20-second infomercial because you have a product that will help someone. Anything other than the benefits of your company is irrelevant to your listeners. Focus on fulfilling your audience's needs.
5. Focus on one product you sell. You probably have many products you sell. But 20 seconds is not the time to promote all of them. Think of the one product you'd really like to sell today. Focus on a product your audience uses in their daily life. They might not remember your name, but they'll remember you sell widgets.
6. Give your ideal referral in the form of a profession. Watch your audience's faces as they recollect all the people they know in that profession. Furthermore, people of the same profession all probably have the same problem (which you can solve!).
7. Keep to your 30 seconds. You will be remembered because of your confidence, organization, and preparation.