

60 Second Commercial Worksheet

Section 1: Introduction (18 seconds)

Good morning, my Name is: _____

I am a (Position): _____ with the

(Company): _____ located in: _____

Currently, I/We work with (Description of the types of business or clients you currently have):

to provide (Products/Services Overview):

Section Two: Tell a Story (20 seconds)

What makes me/us different from our competition is:

An example of what we can do is/Recently we (success story):

Section Three: Ask for the Business (10 seconds)

A good referral for me is (name of an account you are trying to get into; someone you want to meet; business with specific problem; be specific)

Section Four: Call to Action (5 seconds)

So if you see/hear/know of _____
Give him/her my card and ask if I may call.

Section Five: Memory Hook (7 seconds)

Because (Memory Hook or Tag Line):

(Name)

(Company)

60 SECOND COMMERCIAL EVALUATION FORM



Name of Presenter		Date	
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Product/Service	
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Introduction (10 seconds)

- Clearly stated their Name
- Clearly stated the Name of the Company

Suggestions for improvement: _____

Body (30 – 35 seconds)

- Focused on one product/service the Presenter actually sells/provides
- Discussed the benefits, provided a testimonial, gave an example
- Message varies from week to week
- Specific in describing what constitutes a good referral

Suggestions for improvement: _____

Conclusion (10 – 15 seconds)

- Summarized: Reiterated message and stated reason to act now
- Gave Memory Hook
- Repeated Name clearly
- Repeated Name of Company

Suggestions for improvement: _____

For follow-up on any suggestions made and for a Dance Card, please contact:

Name of Evaluator		Phone	
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