

## The 40 Second Sales Manager Infomercial

A basic 40-second presentation can consist of 4 sections. Each section is designed to allow you to share specific information about you and your business with the members of the chapter. Use this worksheet to develop a memorable infomercial in preparation for our next meeting.

This is based on one of five standard infomercial formats popular in BNI. As a member, you would receive more information on other formats in conjunction with a personal mentor to help develop your networking skills within BNI. Please, feel free to ask about membership to our chapter.

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### Section 1: Introduction (18 seconds)

My name is : \_\_\_\_\_ I am a : \_\_\_\_\_ with (company): \_\_\_\_\_

Briefly describe your business. \_\_\_\_\_

Overview of products and services:

1. \_\_\_\_\_
2. \_\_\_\_\_

What type of business or clients do you currently have? \_\_\_\_\_

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### Section 2: Ask for the Business (10 seconds)

“A good referral for me is” *(be very specific)* \_\_\_\_\_

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### Section 3: Call to Action (5 seconds)

“So if you see/hear/know of \_\_\_\_\_ please give him/her my card.”

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### Section 4: Memory Hook/Tagline (7 seconds)

My memory hook is: \_\_\_\_\_

After you say your memory hook, conclude with your name and company.