

Education Slot

Your 60 seconds—it's a free advert!



Everyone gets the same and it's strictly timed to say who they are, what they do and who is a good referral.

That takes about ten seconds which leaves roughly fifty seconds to make an impact. How can you maximise this remaining time for the maximum outcome? Make it memorable, different from week to week and it's your chance to educate!

Tell a story – People like stories and they provide a platform for people to relate to. It will place your business or service in a context – handy if your offer is difficult to explain. It can plant a seed of an idea as to how people can refer you. Make it witty, make it engaging, use a prop but generate some sort of emotional response which will cause people to remember it.

Make notes – Don't rely on your memory. Plan it properly. Sometimes you will think of something fantastic to say and then forget when it's your time to pitch to the room. It reflects well on you and your business if it looks like you've made an effort too!

Listen to radio commercials – How much information can business get on a twenty-second commercial? You have three times longer. Study the structure of how these commercials are put together and apply similar principles to your own 60 seconds.

Name someone – Think about your business offer and make an effort to find the name of someone who you'd like an introduction to or who would benefit. The business community is widespread but small and it's amazing who knows who. You only have to look at your mutual connections on LinkedIn to realise this.

Help your sales team – They want to refer you but it's up to you to instil the information and the sales message in their heads. Make it easy for people to refer you, keep it simple, give concrete ideas of the things to say. If your sixty seconds is muddled, complicated and unfocussed it will make it difficult for people to refer you.

Listen to other people's sixty seconds – Sounds obvious but we have lots of visitors to BNI who don't know you and you don't know them. Listen carefully and look for synergy and opportunity between what you have said, or are planning to say, and others in the room.

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