



*Your New 30-
Second Introduction
Template*

W H I T M A N
& Associates



Growth
Through
Imagination

**With Connie
Whitman, MBA**

Is Your 30 Second Introduction Costing You Business?

Having an exceptional “30 Second Commercial” or “Value Statement” is important to rapidly and effectively connect and build rapport with prospects.

Your Value Statement should quickly explain why you and your organization are better than your competition. It should also prepare the prospect for a back-and-forth conversation allowing you to ask questions to understand how you can improve their situation or solve a problem.

You can develop a Value Statement for a variety of situations, and venues. Remember your Value Statement should be dynamic and change as you gain more experience and as your career evolves. Using a template to help you create your one of kind 30-Second Commercial will help your prospects remember you long after that first meeting.

To create a memorable Value Statement you will need to answer the following questions:

1. Who are you?
2. Who do you serve
3. What do you do?
4. How do you do it?

As you think about these four questions begin to build a Value Statement About You – It could focus on strengths like: how you add value to the client relationship (give specific examples of how you do this); how you use your industry experience to help clients; your network of business professionals, your personal industry or company ranking if one exists, your years in this industry, something personal and memorable about you (perhaps you are multi lingual, you are an avid player in a specific sport, you wrote a best-selling book, etc.)

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A Value Statement About The Company – It could focus on your company's commitment to the community; commitment to providing outstanding service (third party ranking is a great value to your organization); interest in offering a wide variety of products/service to meet client's needs and expectations, philanthropic endeavors, industry reputation, years in business, etc.

30 Second Introduction (Value Statement Template)

Develop your “30 Second Commercial” or “Value Statement” using this template sharing 5-7 fun facts about you that distinguishes you from your competition and 3-4 stand out facts about your organization or business.

Fun Facts About Me (Brain Dump – Don’t overthink this!)

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____
_____ + _____

7. _____

Fun Facts About My Company

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____
_____ + _____

7. _____

30 Second Introduction (Value Statement Template)

Step #5 - Next Steps – Get Your 30 Second Commercial Down to 17 Words and be Zoom Ready to Type into Networking Chat Box

Let's make your 30 Second Commercial Zoom ready!!!

For more helpful tips, visit: <https://whitmanassoc.com/> or email Connie Whitman directly at: Connie@whitmanassoc.com

Whitman & Associates, LLC helps you bring together the world of heart-centered sales AND genuine relationship building so you can fill your business with clients you LOVE working with, who share your vision, adore your services, and settle in for the long-haul.

This gives you renewable, trustable income, advancement opportunities, AND deep satisfaction that your work serves a purpose and makes a difference to more than just your bank account.

Connie Whitman, CEO of Whitman Associates, helps heart-centered business owners, and sales teams build powerhouse organizations to achieve outrageous goals. Her new book (ESP) Easy Sales Process: 7 Steps to Sales Success achieved #1 International Best Seller. Her two weekly international podcast, Heart-Centered Sales Leader, and Enlightenment of Change are filled with tips and transformational information. Listen weekly, to both podcasts if you are looking to fast track your careers.