

Keys To A Great Business Introduction

A great business introduction consists of 4 sections, and is less than one-minute in length. Use the following worksheet to develop a great one-minute business introduction.

Section 1: Introduction (20 seconds)

Name: _____ Position: _____ Company Name: _____

Brief description of your business: _____

Overview of your products or services:

1. _____

2. _____

3. _____

Section 2: Success Story (20 seconds)

Briefly describe a recent success story:

Describe how you are unique/different from your competition:

Section 3: Ask For The Business (10 seconds)

“An ideal referral for me is”:

Section 4: Call To Action (10 seconds)

So if you know anyone that is a _____ I would love to be introduced to him or her.