

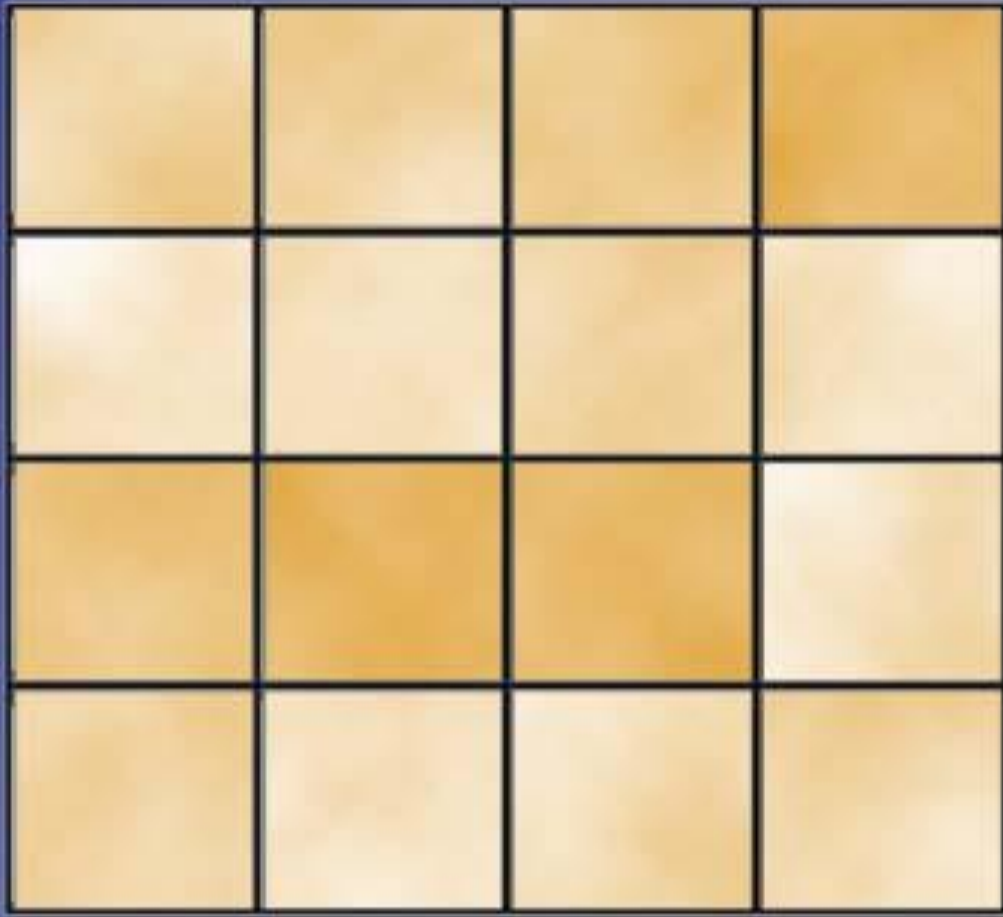
Team Building:  
**30 Second Commercial Exercise**

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**How many  
squares do  
you see?  
Hint--it's not 16!**

**YOUR Answer:**

**What's the Moral?**

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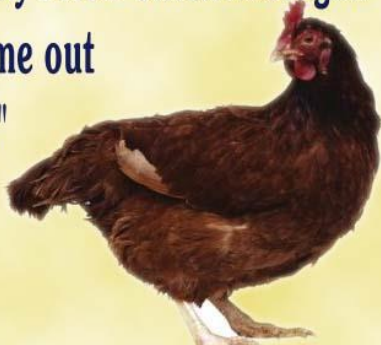
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# Ooops! There's a Mis-Translation!!!

Coor's Slogan "Turn It Lose" translated in Spanish was "Suffer from Diarrhea".

## EXAMPLE:

In Chinese, the Kentucky Fried Chicken slogan "finger-lickin' good" came out as "eat your fingers off."



Pepsi's "Come Alive with the Pepsi Generation" translated into Japanese became "Pepsi brings your ancestors back from the dead."

Frank Perdue's "It takes a tough man to make a tender chicken" translated in Spanish, "It takes a sensitive man to make a chicken affectionate."

I didn't steal her money

I didn't steal her money

I didn't steal her money

I didn't steal her money

# Those Stalls and Objections

What do you say when you hear?

It's more than we want to donate.

I'm not sure we can do this now.

I like the proposal, but we need to think about it.

I really like your presentation, you did great.


This looks really good, we're going to send it up to the committee.

We can't commit to a sponsorship now, call us in the future.

We already sponsor so many nonprofits.

Send me literature.

A sponsor asks,  
“Tell me about  
your non-profit?”  
You say:



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# Circle the words that sound “salesy”? What have you heard before?

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- **Agilent** delivers innovative technologies, solutions and services to a wide range of customers in communications, electronics, life sciences and chemical analysis. The breadth and depth of our expertise enable us to offer solutions across our customers' entire product life cycle from research and development to manufacturing to installation and management. With insight gained from this unique and comprehensive perspective, we can help our customers get the best products and services to market quickly and profitably.
- **GEICO Car Insurance** - Official Site Visit [GEICO.com](http://GEICO.com) and you could save up to 15 percent or more on **car insurance**. Get great coverage options and great discounts. Don't overpay for **car insurance** - Get a free quote from [GEICO.www.geico.com](http://www.geico.com)
- **Schwab**: Working with a financial advisor provides you with a professional, personalized relationship—one that offers expert advice and full-time portfolio management to help you with your complex financial needs. Get the most from this relationship with Schwab's FREE guide, *Getting Started with an Independent Financial Advisor*, which covers:
  - The basics of how to choose an independent financial advisor
  - The advantages of working with an advisor
  - Tough questions you should ask any advisor
  - A checklist to help you evaluate your current advisor.Schwab rigorously prescreens independent financial advisors around the country, and after discussing your needs, can connect you with an advisor in your community

# **Where can you use a 30 sec commercial?**

Five Foot Rule

Networking

Face to Face

Phone

Marketing Material

## **30 Second Commercial**

### **Purpose**

Is to get them to talk – but how???



# Rules about the 30 Second Commercial

We need a complete commercial to work off of because we need to use bits and pieces of it

Personalities

You may or may not be able to get your whole commercial in

Purpose of the thirty second commercial is to get them to TALK

What's wrong with the typical thirty second commercial?

Features and Benefits  
Everybody sells Features and Benefits!  
Make sure your non-profit doesn't sound the same as everyone else!

You need at least 3 to five commercials, tailored to your audience

# What's in a 30 sec commercial?

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- 30 Commercial
- Name
- Company Name
- Mission Statement
- Brief Description of What we do
- COMMITTED people
- Who do you sell to
- The two groups



# Why Committed?

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- Why use the word COMMITTED? You want them to be committed to you too.
- In the commercials, you have to go for emotion, not just list the intellectual features and benefits.



# Mistakes with Commercials

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- Don't use trigger words in your commercial, example--- “We provide”!
- Everyone provides something!



# Write the Intro

Hi, I'm \_\_\_\_\_ from  
\_\_\_\_\_ (nonprofit).

We are

a \_\_\_\_\_  
\_\_\_\_\_ organization who  
works with two types  
of people.

(See next page).

# Group 1 & Group 2

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## Group One

What's their motivation to help and why? What are their challenges or issues?

## Group Two

- People who are looking for a worthy cause that speaks to them. We have to make it easy so that they TALK to us!
- Use "OPEN MINDED" in Group TWO.

You have to state two groups because you will ask them to pick one group in the end.



# Put Commercial Together



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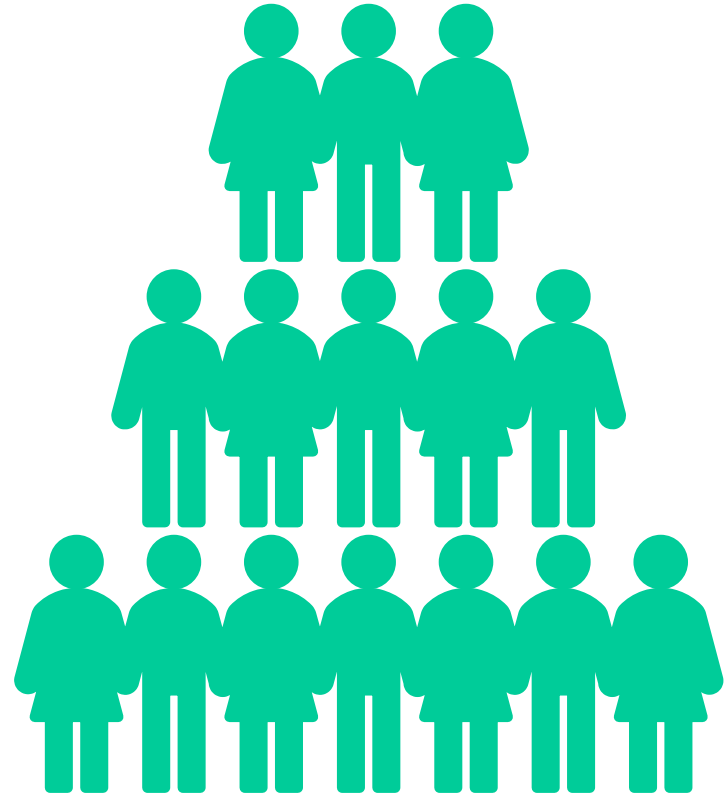
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# Which Group could they Pick?

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- Yes, we fall into one of those groups...
- What group do you fall in? Group one or two?
- We fall into both of the groups.
- We don't fall into either of the groups...
- Why do you feel that you fall into group one or group two?





# Clean up your commercial

- Tape and revise the commercial
- Record and play your commercial back so you sound SINCERE
- Clean your commercial up so that it flows
- AVOID too many "AND's" and speak in bullets

