

60-Second Commercial Worksheet for Recruiters

Your 60-second commercial consists of your positioning statement and something that differentiates you and your company from the competition. It should be simple, memorable, and repeatable. You don't have to memorize it word for word. The purpose of a 60-second commercial is to have something to say when someone asks, "What do you do?" You don't want to blurt it out all at once in a typical conversation. Instead, break it up and blend it into conversation where needed.

Borrow a secret from successful salespeople: Spend more time asking educated questions about the other person than you do talking. Potential employees are more receptive if they know you understand their needs.

Positioning Statement

Your positioning statement formula looks something like this:

"I'm [your name and role] and I'm with [your organization's name]. I provide [list the services you provide] so that [the benefit or result you provide]. A good referral for me is [your ideal candidate]."

Here is one for an information technology recruiter:

"My name is Dana Jones. I'm a corporate recruiter for a Fortune 500 company. I recruit top talent for our information systems division. I also advise our hiring managers on every step of the recruiting process, from writing their job descriptions to selecting just the right candidate for their team. I love what I do because it prepares both the applicant and the team for a successful future together. I recruit for all our IT jobs but currently I am searching for a vice president for our information systems audit division. A good referral for me is a candidate with at least five years of related experience plus three or more years experience as a supervising manager. The ideal candidate is someone with auditing experience within the consumer products, manufacturing, service, or public accounting technology auditing industries."

Fill in the components of your positioning statement below.

Your name and role _____

Your organization name _____

Services you provide _____

Benefit and results you provide to your hiring managers and applicants? Why do you love what you do? _____

Your ideal candidate _____

Write your own positioning statement below.

What Differentiates You?

When you look for something that makes you a better choice than your competitors — that differentiates you — think of key elements that potential candidates value. Think of something that will make your potential candidate's life so wonderful that they have to know more. **This section can be adapted to explain the value of your services to your hiring managers and senior managers. This can position you as an expert and a valued partner.**

List all the things that differentiate you and your company.

Your customer is tuned in to WIIFM (what's in it for me?). What information can you share with your contact? What do you love about your company? What is something the person does not know about your company?

Write your statement about what differentiates you from your competitors.

Without mentioning anything about your competitors, develop a statement from the information above that will build on your positioning statement.

Revise and Refine as Needed

Put it all together and use it every chance you get. Study the reactions to your 60-second commercial. It should make people want to know more by inspiring them to ask questions. If they look confused after listening to your 60-second commercial, you should consider refining it. Look for every opportunity to use it. Practice will make it seem much more natural.

Request a digital copy of the Microsoft Word document by using the contact information below.



Developed by Carrie Perrien Smith
2809 Laurel Crossing Circle, Rogers, AR 72758
479.903.0208 carrie@soarhigher.com
www.soarhigher.com
© 2004-2015 Soar with Eagles

We work with people who want more clients, bigger paydays, and sweeter success
Consulting ♦ Book Publishing ♦ Speakers ♦ Training