**Commercial Tips:**

1. Represent your brand clearly
   1. Show brands name, logo and even the product itself if you have it…
2. Create a storyline
   1. Tell the story of your product don’t just explain your product.
3. Develop a signature character or theme
   1. Create a theme or character that people can relate. Some brands run multiple commercials so a signature theme or character would be remembered.
4. Keep it simple
   1. You only have 60 seconds to get a message across and connect with the audience. Make sure you get to the point and the audience can understand the situation.
5. Don’t cut corners
   1. Quality is an essential element of an effective commercial. Make sure you have a clear picture of what your brand should be, how you’re selling it, and who the target audience is for the commercial.

**Sales Pitch:**

1. **Research your audience.**
   1. Make sure you know as much as possible about the company and individual who will be hearing your sales pitch.
   2. Find out what the business’ specific needs are and how they relate to your product or service. What will they gain by working with you?
2. **Pitch to the right person.**
   1. The person who can decide about using your product or service is the person who should hear your pitch.
   2. Find out who makes decisions about buying inventory or using services in the company.
3. **Know how much time you’ve got for the pitch.**
   1. Don’t say this is only going to take 5 minutes and have it last 20 minutes.
   2. You always want to leave time at the end to discussion the product or any issues the consumers may have.
4. **Know your product or service well.**
   1. Before you even start crafting your pitch, make sure you know all the facets of your product or service and how it can be useful to a range of customers.
   2. What are the common problems that your product encounters, and how do you resolve these problems?
5. **Avoid giving a canned pitch.**
   1. A canned pitch is one that is generic and does not take into account the customer.
   2. Instead, make your presentation unique and tailored to your audience.
6. **Tell a story with your pitch.**
   1. Tell a personal story about your product or service. Use this as a hook to appeal to your customer’s emotion.
7. **Use simple language.**
   1. Strive to be clear and easy to understand. Take out jargon from your presentation, unless it’s standard in your industry to use certain terminology.
   2. Don’t assume that your buyer will automatically know what you’re talking about, so using simple language is best.
8. **Keep it short.**
   1. Be able to get the most important points across in the first minute. After this point, buyers might start to lose interest if they have already decided against your product.
9. **Describe how your customer will benefit.**
   1. This is one of the key factors in a good sales pitch. Your customer isn’t always interested in how many awards your product has won, or how many stores you have merchandise at.
   2. They want to know how your product or service will improve their business and make their life easier.
10. **Differentiate yourself from your competitor.**
    1. Describe how your product or service is different from others who offer similar products.
    2. Focus on how your product is unique or how you give personalized service.
11. **Prepare answers to objections.**
    1. Your customer may find reasons to decline your sales pitch. Be prepared with answers to these objections
12. **Demonstrate your product.**
    1. If you have a product that can be demonstrated, such as how sharp knives can cut through rope or stain remover can eliminate ink stains, incorporate this demonstration into your pitch.
13. **Refine your pitch.**
    1. Once you’ve written down your pitch, find ways to cut down words, clarify meanings, and make your wording more dynamic.
    2. Eliminate parts that don’t apply to the particular customer you’re going after.