

Writing Your 60-Second Commercial

Every person is different, and brings special skills or experience to the interview. Along with your resume, it is worth your time to develop a statement which underlines a unique strength of yours.

A valuable asset to bring to your interview, the commercial can also help you stay focused on your skills and strengths. As we review your accomplishments from the previous exercise, make a note of a fairly recent career-related accomplishment about which you feel especially good, and which illustrates a particular strength or skill of yours.

We will then write a brief statement about this unique strength of skill, and then cite the accomplishment and its outcome as an illustration. Work this until it is easy for you to say and to remember. Rehearse it over and over until it “rolls” off your tongue.

This is your commercial. It can be a great “clincher” when you interview, giving the interviewers something to remember which makes you unique from other people they interview.

Examples:

1. “I learn quickly and am flexible. For example, when there was a drop in morale in Shipping, I researched how to write surveys, surveyed the staff and developed a needs assessment for some special training. I worked with Human Resources to develop and deliver a training and coaching program aimed at increasing employee’s sense of involvement in processes in Shipping. A follow-up survey showed increased satisfaction, and productivity rose by 20% over a six-month period.”
2. “I’ve been told that I’m very observant. For example, when we were having trouble with paint blistering on the new signs, I walked through the paint application process and noticed that the drying time between paint applications had not been altered when new paint was introduced. When I brought this to my supervisors’ attention, she was very pleased to be able to fix the problem so easily.”

Remember:

- 80% of all interviewers will ask “so tell me about yourself.”
- If your “commercial” is less than 30 seconds, you have not gotten their attention. If it’s over 60 seconds, you are rambling.
- When asked the question, let the commercial roll off your tongue and stop talking.

Organizing Your 60-Second Commercial

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| Skills | What do I do best? | Where? | Example: "I am very detailed and thorough in my work." |
| Achievement/ Accomplishment | What was done? | For whom? | Example: "I wrote a new sales presentation for Jim Smith." |
| Process | How was it done? | Describe step by step (minimum of two steps) | Example: "I analyzed the current presentation, researched options, wrote a new presentation, and monitored results." |
| Benefits/Results | Quantify (ex. \$ and %). | Qualify (ex. methods, improvements, and service). | Example: "New presentation saved salespeople one hour per sales call, increased closing by 20%, reduced learning curve by thirty days, contributed to company's overall growth." |
| 60 Second Commercial | Put all "C" comments together, and it's a commercial. | | |