Sales Pitches

Group Activity

Business Communications

Communications BMT-BC-7

Review 11 Examples of Sales Pitches

https://www.yesware.com/blog/sales-pitch-examples/

Lesson Goals

- Students will prepare a pitch.
- Students will present to a group.
- Students will evaluate their peers.

Preparation and Materials

This lesson can be used after a product idea has been established. Students will need access to their Cashtivity account on a personal device. Prepare examples of sales pitches. You may want to show students a video clip from *QVC* or *Shark Tank*.

Lesson Flow

Getting Started
15 minutes

- Explain to students that getting the message out about your product is a necessary part of sales. Show students video clip examples of different sales pitches. Ask students to describe what they see and hear in these sales pitches.
Possible responses may include: *passionate speaker, persuasive language/phrases, listing of features, benefits to consumer.*

- After showing examples of sales pitches to students explain that they will be creating their own sales pitches. You may want to display a chart of the characteristics of a sales pitch your students noticed, or a chart that includes your own expectations, for example: *3-5 minutes in length, partners take turn speaking, visuals are used to display information, sales data mentioned.*

Group Work
25 minutes

- Tell students that today they are going to work with their groups to create a sales pitch. You may want students to go back to Cashtivity to review information they collected during brainstorming or a clear product description.

- Students should create a pitch with their product group that they can present to the class. Encourage students to take on different roles during the pitch. As students work to form their pitch remind them that their goal is to persuade an audience to buy their product.

Cashtivity

Share and Next Steps

15 minutes

- After students have created their pitches, have each group share with the class. Provide time for students to take notes and give feedback to the groups. The goal of this share is to help students strengthen their pitch before a presentation to a larger group.

- Engage your class in a discussion about pitching with questions like: *How is this type of presentation different than one you usually do in school? What do you want your audience to remember at the end of your pitch?*

Student(s)Tamonica, Kevatta, Ravick, Jaden   Product: Nike Shoe

Sales Presentation Rubric

	0-1 Little / no value	2 - Poor	3-4 Average / Above	5 - Excellent	Total
Features / Benefits	Audience cannot understand presentation because there is no sequence of information. Unprepared , more time needed	Audience has difficulty following the information because student jumps around. No /little fluency in the sequence.	Student presents Feature/Benefits in logical fluent sequence which audience can follow.	Student presents Feature/Benefits in logical, creative sequence which audience can follow.	20
Product Demonstration	Student uses superfluous graphics or no graphics to demonstrate the product.	Student uses a demo that rarely supports the presentation. Visual aides are adequate, not fully organized / prepared	Student's demo relates to the message. Professional looking and incorporated nicely.	Student's demo explains and reinforces the message. Professional looking, involves/engages the audience.	20
Suggestion Selling	Student does not incorporate or offer any elaborations for the other products that they are selling	Student incorporates products but offers no elaborations on the products sold product inappropriate to what is being sold	Student offers other products and somewhat explains. Could have used more depth into explanation.	Student offers other products and elaborates on each one of them. Done creatively and exceptionally well.	20
Follow Up	Student has multiple spelling & formatting errors. (4 or more.) Doesn't build goodwill with customer.	Student builds some goodwill but follow-up contains errors, numerous formatting issues, could have used more time	Well written and has a few small errors formatted correctly. Professional looking	Written professionally and contains no format errors/ creative above expectations Professional appeal	20
Organization Presentation	Audience cannot understand presentation because there is no sequence of information. Unprepared.	Audience has difficulty following presentation because student jumps around. Never really gets started.	Student presents information in logical sequence which audience can follow. No major glitches in the fluency of the presentation	Student presents information in logical, creative sequence which audience can follow. Extremely organized & attractive visual aides.	20
				Total Score (3x)	**Raw Score 100**