

"The Sales Talk"

Chapter 13

A sales talk is a speech in which you attempt to sell a product to a group of people. In order to do a good job, you need to be organized.

WHERE DO I BEGIN?

STEP # 1

First, determine the product/service that you plan to sell and give it a name. Next, decide how you are going to package and demonstrate it. Finally, decide what kind of visuals you will use to enhance your presentation.

STEP # 2

If you are working with a partner, you should determine how to divide your presentation into sections so that each person is responsible for a particular part; however, each member of the group should be so familiar with the entire presentation that he/she could present it if the other member was absent.

STEP # 3

Speakers should coordinate all parts of their presentations so that they flow naturally from one section to the next. In addition, your delivery should be well rehearsed so that you do not have to refer to note cards. To be an effective salesperson, one must be a persuasive speaker, and you cannot be a persuasive speaker if you read your notes!

PAPER FORMAT

Your paper must follow the steps outlined on pages 102 and 103 in your textbook.

1. Give a friendly introduction.
2. Present information about you and your product. Your product may be a thing or a service. It must be your own creation.
3. Explain the purpose of your product. Tell how it satisfies a need by appealing to:
 - ◆ self- preservation/ handiness
 - ◆ gratification/comfort/efficiency
 - ◆ romance/dependability
 - ◆ children and family/quality
 - ◆ ambition for success/ durability
 - ◆ security/economy
 - ◆ pride in appearance/cleanliness
4. Demonstrate how the product or service satisfies the need. Emphasize its dependability, ease of use, advantages, etc.
5. Help the customer to visualize his/her satisfaction with the product/service. How will the audience benefit from your creation?
6. How, when, and where can the audience buy it? Cost?

To summarize, each speaker must:

- ◆ Look good.
- ◆ Sound friendly, polite, and sincere. Making outrageous claims will hinder rather than help.
- ◆ Your voice must be easy to listen to.
- ◆ Your voice must be enthusiastic; your body language must be natural.
- ◆ Be sure to incorporate visuals into your speech and be so familiar with your product that you can answer any question asked.

GENERAL INFORMATION:

- ◆ Each individual/group will speak for 6-8 minutes.
- ◆ Your paper will be organized according to the 6 steps on pages 102 and 103.
- ◆ You will only be allowed to use note cards when you give your presentation; however, you should be so familiar with your product that you can speak without referring to your notes.
- ◆ You must create some type of visual to enhance your presentation. You may develop a PowerPoint presentation, a video, or use Microsoft Publisher to produce fliers, business cards, brochures, or advertisements.
- ◆ If you are working with a partner, both of you must be familiar with the entire presentation so that if one person is absent the other can present alone.

	Criteria				Points
	1	2	3	4	
Effectiveness of Introduction	Stimulates no interest in audience	Stimulates slight interest	Stimulates a good amount of interest	Gets attention of audience and maintains it	—
Effectiveness of Sales Pitch	Audience seems uninterested in product	Stimulates mild interest but seems impractical	Audience appears somewhat interested	Creates a need for the product and appears to satisfy it	—
Visuals X2	Missing, messy, or irrelevant to product	Present but lacks creativity	Present and show evidence of work	Carefully prepared; help audience appreciate the product	—
Delivery X2	Poor presentation; lack of seriousness and/or organization	Satisfactory presentation; a few minor mistakes	Very good presentation, voice quality, and eye contact	Clear, easy to listen to; excellent eye contact and voice quality; very credible	—
Creativity	Lacking originality	Shows some creativity but more focused time needed	Shows a fair amount of creativity	Excellent creativity; well named, well made	—
Body Language	No movements or descriptive gestures	Very few movements or gestures	Satisfactory movements and gestures	Excellent movements and gestures that enhanced speech	—
Time	Over/under 1 min. or more	Up to 1 min. over/under	Within 30 sec.	6-8 min.	—
Outline	Did not follow the proper format	Satisfactory outline; several mistakes	Very good outline; very few mistakes	Excellent outline; no mistakes in format or conventions	—

PRODUCT DEVELOPMENT SHEET

1. Name(s) _____

2. What is the name of your product (be creative)? _____

3. Describe the nature of your product.

4. Who is your target audience (age range) _____

5. Why is your product necessary and unique?

6. What is the price range of your product?

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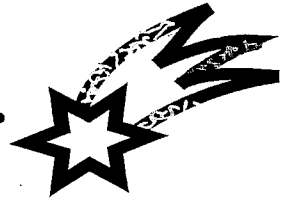
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Electronic Experts

Audience Response

Name of Speaker _____
Position of Speaker _____
Your Position _____

	Strongly disagree					strongly agree				
	1	2	3	4	5	1	2	3	4	5
This speaker's arguments were convincing.	1	2	3	4	5					
This speaker's body, words, and actions were in sync with his feelings.	1	2	3	4	5					
This speaker used facts to support his/her position.	1	2	3	4	5					
As a result of these arguments, I will support the speaker's position.	1	2	3	4	5					

COMMENTS: