**Assignment 4: THE SALES PITCH**

Select a product or service. Something your classmates will be interested in, and you know something about. You have been offered an opportunity to “pitch” or sell you product/service on Shark Tank. Use the following outline to develop a 2 minute presentation introducing your product or service to the class. This is your presentation… meaning, you can do whatever it takes to convince your classmates to buy your product/service. You can use visual aids, PowerPoint slides, demonstrations, etc. to develop your best presentation ever. *YOU CAN USE NOTE CARDS – don’t read directly off of them.*

Guidelines for your sales presentation…

**ABOUT YOU**

* Smile to your classmates, and introduce yourself and the name of your company, product or service
* Open with a statement or question that grabs attention: a hook that prompt your listener to become interested
* Tell who you are: describe you and your company.
* Tell what your product/service does and how it works. Show enthusiasm.

**WHAT DO YOU OFFER**

* What is your **value proposition** and why should your classmates buy from you?
* Tell what **problems** your product/service solves or contributions it has made.
* Mention a **Buying Motive** and the **benefits** of your product that reinforces this motive.
	+ Offer a vivid example.

**WHAT ARE THE BENEFITS**

* Present your product or service in a compelling manner
* Tell what very special service, product or solutions your product/service can offer
* What are the advantages of your product over the competition
* **Provide proof**: the proofs you'll provide have to answer this question: "How do I believe you?" You should also:
	+ **Add testimonials** - They highlight what clients love about doing business with you. Use real client's pictures to enhance credibility impact.
	+ **Share research data** - Use expert quotes and findings that tie to the benefits of the product you're offering.
	+ **Compare** your products vs. competitors - Show your audience how you're better.
	+ Provide extra benefits - Offer a **money-back guarantee**, free trial, or free shipment to show and earn confidence.

**OVERCOME AN OBJECTION AND CLOSING THE SALE**

* Be prepared for one of your classmates to throw out an objection (no need, product or service objection, company objection, price is too high, time/delaying.)
* Answer your classmate’s objection using the **LLARC** method discussed in class (listen, acknowledge, access, respond, confirm)
* Use one of the techniques discussed in class to **earn commitment** (direct, legitimate or alternative choice, summary commitment, T-Account/Balance Sheet, Success Story commitment)

**ASK FOR THE SALE**

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