



# Sales Strategies

## The 90 Second Sales Pitch Summative

### KEY LEARNING GOALS:

A note from Mr. Parsons

This project is designed to help you understand the importance of developing strong communication skills and to be able to understand strategies in persuasion (related to a variety of business situations - ie. sales, marketing, leadership, etc.).

You also have an opportunity to demonstrate your business communication skills through the different aspects of this project.

Detailed feedback will be provided for each student following your presentation.

Overall Expectations:

1. Demonstrate the use of appropriate communication techniques related to business management.
2. Describe the techniques used to improve communication skills.
3. Demonstrate appropriate techniques for making group and individual presentations (e.g., use a variety of appropriate visual aids, make eye contact where appropriate, speak clearly)
4. Use proper business vocabulary in oral and written communication;

### Project Outline:

Following the lecture focussed on persuasion and sales strategies you are asked to demonstrate your business communication skills (and persuasion strategies) through a structured “Sales Pitch”. You must incorporate the strategies discussed in the lecture. Each student will complete a formative pitch to the class. The class (and Mr. Parsons) will evaluate your pitch and provide immediate feedback. Following the formative pitch all students will complete a summative pitch (it must be a completely different concept from your formative). In addition to the lecture strategies the article below helps to provide additional advice in improving your pitches.

Each pitch will be timed and limited to **90 seconds**. You must work to maximize your time, but wrap up with an effective closing before the time expires.

You may pitch any concept that fits the “Sales or Persuasion” model. As long as it can be applied to the rubric. It could be a product, service, business investment opportunity, etc. It must incorporate the following guidelines for evaluation:

1. **Structure**
2. **Open and Close**
3. **Delivery**
4. **Connection with Audience**

**(see lecture notes and rubric for specific information below)**

### Habits Of Exceptionally Persuasive People

Whether you’re **Warren** Buffet or the owner of Warren’s Buffet & Sandwich Shop, it can’t hurt to have a one minute sales pitch polished and ready to let rip at a moment’s notice. You never know.

A lot of people still call it the “*Elevator Pitch*”. The idea is that you and a potential client “*accidentally*” get into the same elevator and you have less than a minute to get her attention and persuade her to talk some more.

Persuasive people have an uncanny ability to get you leaning toward their way of thinking. Their secret weapon? They get you to like more than their ideas; they get you to like them.

Here are the tricks of the trade that exceptionally persuasive people use to their advantage.

### They Know Their Audience

Persuasive people know their audience inside and out, and they use this knowledge to speak their audience’s language. Whether it’s toning down your assertiveness when talking to someone who is shy or cranking it up for the aggressive, high-energy type, everyone is different, and catching on to these subtleties goes a long way toward getting them to hear your point of view.

**They Connect**

People are much more likely to accept what you have to say once they have a sense of what kind of person you are. In a negotiation study, students were asked to reach agreement in class. Without instruction of any kind, 55% of the students successfully reached agreement. However, when students were instructed to introduce themselves and share their background before attempting to reach agreement, 90% of the students did so successfully.

The key here is to avoid getting too caught up in the back and forth of the discussion. The person you are speaking with is a person, not an opponent or a target. No matter how compelling your argument, if you fail to connect on a personal level, he or she will doubt everything you say.

**They Aren't Pushy**

Persuasive people establish their ideas assertively and confidently, without being aggressive or pushy. Pushy people are a huge turn off. The in-your-face approach starts the recipient backpedaling, and before long, they're running for the hills. Persuasive people don't ask for much, and they don't argue vehemently for their position because they know that subtlety is what wins people over in the long run. If you tend to come across as too aggressive, focus on being confident but calm. Don't be impatient and overly persistent. Know that if your idea is really a good one, people will catch on if you give them time. If you don't, they won't catch on at all.

**They Use Positive Body Language**

Becoming cognizant of your gestures, expressions, and tone of voice (and making certain they're positive) will engage people and open them up to your arguments. Using an enthusiastic tone, uncrossing your arms, maintaining eye contact, and leaning towards the person who's speaking are all forms of positive body language that persuasive people use to draw others in. Positive body language will engage your audience and convince them that what you're saying is valid. When it comes to persuasion, how you say something can be more important than what you say.

**They Are Clear and Concise**

Persuasive people are able to communicate their ideas quickly and clearly. When you have a firm grasp on what you're talking about, it's fun and easy to explain it to those who don't understand. A good strategy here is to know your subject so well that you could explain it to a child. If you can explain yourself effectively to someone who has no background on the subject, you can certainly make a persuasive case with someone who does.

**They Are Genuine**

Being genuine and honest is essential to being persuasive. No one likes a fake. People gravitate toward those who are genuine because they know they can trust them. It's difficult to believe someone when you don't know who they really are and how they really feel.

Persuasive people know who they are. They are confident enough to be comfortable in their own skin. By concentrating on what drives you and makes you happy as an individual, you become a much more interesting and persuasive person than if you attempt to win people over by trying to be the person they want you to be.

**They Acknowledge Your Point of View**

An extremely powerful tactic of persuasion is to concede the point. Admit that your argument is not perfect. This shows that you are open minded and willing to make adjustments, instead of stubbornly sticking to your cause. You want your audience to know that you have their best interests at heart. Try using statements such as, "I see where you are coming from," and "That makes a lot of sense." This shows that you are actively listening to what they are saying, and you won't just force your ideas upon them.

Persuasive people allow the other person to be entitled to their opinion and they treat this opinion as valid. Persuasive people do this because it shows respect, which makes the other person more likely to consider their point of view.

Source: [forbes.com](http://forbes.com) (15 Habits Of Exceptionally Persuasive People)

**Summative Rubric:**

**INDIVIDUAL 'PITCH' PRESENTATIONS**  
**Expectations and Marking Guide**

	<i>4 exceeded expectations</i>	<i>3 met expectations</i>	<i>2 below expectations</i>	<i>1 – 0 failed to meet</i>	GRADE
<b>STRUCTURE</b>	<ul style="list-style-type: none"> <li>▪ very clearly and effectively used elements of a pitch in structuring presentation</li> <li>▪ clarity and conciseness demonstrated very thorough thought and planning</li> </ul>	<ul style="list-style-type: none"> <li>▪ clearly used elements of a pitch in structuring presentation</li> <li>▪ clarity and conciseness demonstrated adequate thought and planning</li> </ul>	<ul style="list-style-type: none"> <li>▪ some elements of a pitch were unclear or not used effectively</li> <li>▪ clarity and conciseness demonstrated less than adequate thought and planning</li> </ul>	<ul style="list-style-type: none"> <li>▪ pitch elements unclear and/or missing</li> <li>▪ clarity and conciseness demonstrated very little or poor thought and planning</li> </ul>	
<b>OPEN &amp; CLOSE</b>	<ul style="list-style-type: none"> <li>▪ very effective and engaging opening and closing</li> </ul>	<ul style="list-style-type: none"> <li>▪ effective opening and closing</li> </ul>	<ul style="list-style-type: none"> <li>▪ opening and/or closing not as effective and/or engaging as could be</li> </ul>	<ul style="list-style-type: none"> <li>▪ opening and/or closing weak and ineffective</li> </ul>	
<b>DELIVERY</b>	<ul style="list-style-type: none"> <li>▪ delivery of pitch demonstrated very strong conviction, passion and enthusiasm</li> <li>▪ pitcher was very natural, poised and confident</li> <li>▪ thorough practice was very clearly evident</li> </ul>	<ul style="list-style-type: none"> <li>▪ delivery of pitch showed conviction, passion and enthusiasm</li> <li>▪ pitcher was reasonably natural, poised and confident</li> <li>▪ practice was clearly evident</li> </ul>	<ul style="list-style-type: none"> <li>▪ delivery of pitch showed less than adequate conviction, passion and enthusiasm</li> <li>▪ pitcher was less than natural, stiff, and/or lacking confidence</li> <li>▪ practice was not clearly evident</li> </ul>	<ul style="list-style-type: none"> <li>▪ delivery of pitch showed little conviction, passion and/or enthusiasm</li> <li>▪ pitcher was unnatural, stiff and/or lacking confidence</li> <li>▪ more practice was needed</li> </ul>	
<b>CONNECTION WITH AUDIENCE</b>	<ul style="list-style-type: none"> <li>▪ pitch clearly considered and incorporated audience's point of view</li> <li>▪ strong eye contact</li> <li>▪ effectively grabbed and kept audience's attention throughout</li> <li>▪ audience very engaged throughout pitch</li> </ul>	<ul style="list-style-type: none"> <li>▪ pitch considered audience's point of view</li> <li>▪ good eye contact</li> <li>▪ grabbed and kept audience's attention throughout</li> <li>▪ audience reasonably engaged throughout</li> </ul>	<ul style="list-style-type: none"> <li>▪ pitch didn't appear to consider audience's point of view</li> <li>▪ weak eye contact</li> <li>▪ didn't effectively grab and/or keep audience's attention</li> <li>▪ audience not engaged throughout pitch</li> </ul>	<ul style="list-style-type: none"> <li>▪ pitch didn't consider audience's point of view</li> <li>▪ little to no eye contact and/or reading pitch</li> <li>▪ lost audience's attention</li> </ul>	
					/16 = /5

**Presentations Skills - Individual Mark****Category - Communication****Weight: /16 Marks****Project Expectations:**

- Did you communicate information with structure, clarity, emphasis and enthusiasm?
- Did you demonstrate effective use of persuasion and sales strategies?
- Did you demonstrate appropriate techniques (relevant to business environments)?

**Level 1:** Communicates information and ideas with limited clarity; Uses language, symbols and visuals with limited accuracy and effectiveness; Communicates with a limited sense of audience and purpose.

**Level 2:** Communicates information and ideas with some clarity; Uses language, symbols and visuals with some accuracy and effectiveness; Communicates with some sense of audience and purpose.

**Level 3:** Communicates information and ideas with considerable clarity; Uses language, symbols and visuals with considerable accuracy and effectiveness; Communicates with a clear sense of audience and purpose.

**Level 4:** Communicates information and ideas with a high degree of clarity; Uses language, symbols and visuals with a high degree of accuracy and effectiveness; Communicates with a strong sense of audience and purpose.