

# My Favorite Assignment

## The Sales Pitch

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# THE SALES PITCH

- Genre
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## Genre

- In-class exercise
- Group activity
- Team builder
- Leadership skills
- Tests creativity
- Oral communication
- Persuasive skills builder

# The Assignment

- Students form teams and select a leader
- Leader chooses a “fancy bag” or envelope with an item inside
- Team must choose a strategy to sell/pitch their product
- Ten minutes to prepare sales pitch
- Fifteen minutes to view all team’s approaches

## Assignment Continued

- Class decides winner based on:
  - \*Audience adaptation
  - \*Persuasive techniques used
  - \*Desire for product
- Leads to a great discussion of persuasive communication

## Target Learners

- This activity is designed for any level of student and any major.
- Business communication course is a 200 level course.

## Learning Objectives

- To introduce the elements of persuasive messages
- To create an environment of active learning toward a specific goal
- To encourage team behavior
- To explore creative and critical thinking

# Time to Complete

- 20 to 25 minutes





# Materials, Equipment and Special Considerations

- Fancy bags are fun but not necessary  
Large brown envelopes work too
- Various trinkets that students can “sell”
  - \*Plastic rain ponchos
  - \*Deck of plain notecards
  - \*Post-it notes
  - \*Padfolios
  - \*Anything you have in the office

## Evaluating Outcomes/Grading

- This activity is not graded. It can be part of an attendance grade but the value comes from participating, processing the information, and discussing the activity.
- Understanding the persuasive message, audience adaptation, and team building skills become quite evident.

## Support Materials

- This power point---would be glad to discuss if you have questions:
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# Conclusion

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