

# **SALESMANSHIP SPEECH**

## **PUBLIC SPEAKING**

Each group will be given an object to “sell” to the class. This object may not be just what it normally is; it must become something else - appropriate, of course!

### **Purpose of the speech:**

The group of 3 or 4 students must persuade the class to “purchase their object to sell in their stores.”

### **Preparation involved:**

Each group will be given an object. As a group you will develop an outline for your presentation, plus a visual aid. (You may use the paper, construction paper, markers, colored pencils, glue sticks, etc.) This is NOT a commercial, but a sales pitch where the intended audience is a group of consumers. Groups will be allowed about 45 minutes to prepare this presentation, which should last 3-5 minutes. You should present a SPEECH with a SALES APPEAL to it.

### **Use the MOTIVE and EMOTIONAL APPEALS to help persuade!**

Safety

Love-belonging

Achievement/Self Esteem

Power/dominance

### **Use the MOTIVATED SEQUENCE to organize your speech!**

Intro –

Attention Step (motivate, tell purpose, preview pts)

Body –

Need Step (describe problem)

Satisfaction Step (what action aud should take to satisfy need)

Visualization Step (what will happen if we don't take action)

Conclusion –

Action Step (restate purpose, reinforce need and action, end w/ positive statement)

### **Assessment:**

Was the object used creatively, yet appropriately?

Was the presentation well-organized and easy to follow?

Was the group persuasive and poised?

Did the group have good eye contact and effective tone and pace?

Was the visual aid used effectively?

# SALESMANSHIP SPEECH

GROUP NAMES \_\_\_\_\_ OBJECT \_\_\_\_\_

## MOTIVE APPEALS

Safety \_\_\_\_\_

Love-Belonging \_\_\_\_\_

Achievement/Self Esteem \_\_\_\_\_

Power/Dominance \_\_\_\_\_

## VISUAL AID

\_\_\_\_\_



## I. Introduction

Motivate your audience by getting their attention.

\_\_\_\_\_

\_\_\_\_\_

State the *purpose* of your speech... what you are going to teach them.

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Preview the main points

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## II. Body

A. Need Step - describe the problem

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B. Satisfaction Step - what action should audience take to satisfy the need

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C. Visualization Step - what will happen in we don't take action

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## III. Conclusion

Action Step.....Restate your purpose.

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Reinforce the need, and action.

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End with a positive statement or memorable catch-phrase.

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