**Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**#:\_\_\_\_\_\_\_\_\_\_**

**Selling 2.01**

Acquire a foundational knowledge of selling to understand its nature and scope.

**Directions: Take notes on a separate sheet of paper regarding the following topics. Your notes will be collected.**

1. **Define selling.**
2. **Identify three reasons that goods and servicesare sold.**
3. **Where does selling occur?**
4. **Distinguish between tangible and intangible products.**
5. **How are products sold?**
6. **How does selling keep our economy moving?**
7. **In what way does selling promote competition?**

The three benefits of competition are new products, improved products, and lower prices.

1. **Explain how selling affects employment.**

**9. In what way does selling add utility (value) to goodsand services?**

**10. How does selling help customers determinetheir needs?**

**11. How can selling create desire for products?**

**Briefly explain how each of the following characteristics contributes to sales success:**

|  |  |
| --- | --- |
| **Characteristic** | **That Means…..** |
| **Education & Training** |  |
| **Self-Motivation** |  |
| **Self-Confidence** |  |
| **Product Knowledge** |  |
| **Customer Knowledge** |  |
| **Ethics** |  |
| **Persistence & Patience** |  |

|  |  |
| --- | --- |
| **Characteristic** | **That Means…..** |
| **Selling Skills** |  |
| **Belief in Selling as a Service** |  |
| **Communication Skills** |  |
| **Creativity** |  |
| **Personal Appearance** |  |

**Sales Pitch Assignment**

**Working with a partner you must develop a sales pitch for a product you randomly draw.**

**Your product must do the following:**

* A name that is different and unique from what it currently is
* It must have a purpose that is totally different than what it is intended to be.
  + A telephone is now the remote control for your television
* A slogan
* At least 3 product features (what the product is)
  + Durable, Flexible, Lightweight
* A product benefit (what the product does for you)
  + Makes you stronger, faster, etc…

Product Picked: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ New Name for Product:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Purpose of new product: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Slogan: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| **Product Features** | **Product Benefits** |
| Examples: Intended purpose of product, color(s), sizes(s), weight, etc.. | Examples: The product is washable which allows you to clean it so it looks new every time. |
|  |  |
|  |  |
|  |  |

**Sales Pitch Grading Sheet**

Group Member(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Original Product Picked: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

New Name For Product: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ / 5 pts

Purpose of New Product:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ / 5 pts

Slogan: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ / 5 pts

3 Features: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Benefit: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ / 10 pts

**Presentation:**

Voice: \_\_\_\_\_ / 5 pts Confidence: \_\_\_\_\_\_\_ / 5 pts Communication: \_\_\_\_\_\_\_ / 5 pts

Product Knowledge: \_\_\_\_ / 5 pts Creative: \_\_\_\_\_\_\_ / 5 pts **Total Grade: \_\_\_\_\_\_\_\_ / 50 pts**

**Sales Pitch Grading Sheet**

Group Member(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Original Product Picked: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

New Name For Product: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ / 5 pts

Purpose of New Product:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ / 5 pts

Slogan: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ / 5 pts

3 Features: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Benefit: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ / 10 pts

**Presentation:**

Voice: \_\_\_\_\_ / 5 pts Confidence: \_\_\_\_\_\_\_ / 5 pts Communication: \_\_\_\_\_\_\_ / 5 pts

Product Knowledge: \_\_\_\_ / 5 pts Creative: \_\_\_\_\_\_\_ / 5 pts **Total Grade: \_\_\_\_\_\_\_\_ / 50 pts**