

## Pitching a Product

### Student Situation:

You have been teamed up with a colleague (another student) to create a sales pitch for a product/service (one of the class projects). You and your teacher can determine whatever product/service you want to use to demonstrate the Four Ps of Marketing from any of the activities those are available to do in the TLC Technology lab.

Your first assignment is to work within your team to determine how the responsibilities will be assigned to each team member, and write it down on the Pitching a Product Planning/Evaluation sheet given to you by the teacher. You will need to use the Four Ps of marketing in your presentation (sales pitch) and each team member should be responsible for two of these. Use your rating sheet from the Marketing Olympics to refresh your memory about the Four Ps of marketing. The audience you make the sales presentation to will be determined by the product or service that you want to promote.

### Here are some examples:

If you were promoting Truss Construction, your audience might be a city planning committee and mayor. With airplane design your audience might be an airplane company president. With home design, your audience might be an architectural firm.

Once you have determined your product/service, you will try to sell this product/service to your audience. When you give your presentation you will need to let the class know what kind of an audience they are to be. During your presentation your team will: 1) describe the target market for the chosen product/service, 2) describe the product/service, including any special features, 3) demonstrate or show your product/service and point out any special or important features, 4) explain why your product/service would be beneficial to the given audience, and 5) create a logo or trademark to be part of the presentation.

This is a **TEAM** effort and it will require each member to complete a specific part of the project. Each team member will get 'team points' for the overall project and presentation, as well as 'individual points' for their specific assignments.

You will have one day in class to work on this project, but don't procrastinate. You will be expected to produce a professional presentation. Make sure that all aspects of your presentation are well coordinated and appeal to your target market.

Good luck! If you have any questions or need any help, please don't hesitate to come see me. I will do whatever I can to help this be an educational and successful assignment.

### One Last Note:

Just so there is no confusion, let me clarify the group role in the above-mentioned areas. Even though one person is appointed "manager" of the team, each team member is expected to contribute any ideas or assistance that is needed for each area. This is a **TEAM** effort and your ultimate grade on the project will reflect on each of the four areas. Your presentation will be no better than the weakest of the four areas. In other words, it is to your advantage to make sure that every part of the presentation is well thought out and professionally done.

Name: \_\_\_\_\_ Period: \_\_\_\_\_

## **Pitching a Product - Expectations**

Each of the following should be the minimum included in your presentation, but most students will incorporate more. Remember that being creative and making a presentation that flows well will help sell your idea to your audience.

### **Product/Service**

Explanation about product/service

Benefits of this product

### **Place**

Established best possible place to market the product/service

Type of transportation necessary to market the product/service

### **Price**

Cost of product/service

Price determined allowing for profit

### **Promotion**

Creative way of promoting product/service

Created an interest in product/service

Name: \_\_\_\_\_ Period: \_\_\_\_\_

## Pitching a Product - Planning/Evaluation Sheet

Product/Service: \_\_\_\_\_ Class Period: \_\_\_\_\_

**List your team members and their individual assignments:**

Name: \_\_\_\_\_ Assignments \_\_\_\_\_ pts.

Name: \_\_\_\_\_ Assignments \_\_\_\_\_ pts.

**Explain how the following terms are used in your presentation:**

Target Market: \_\_\_\_\_ pts.

Product/Service Name: \_\_\_\_\_ pts.

Product Price: \_\_\_\_\_ pts.

Place (Transportation): \_\_\_\_\_ pts.

Logo or Trade Mark: \_\_\_\_\_ pts.

Other Information: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ pts.

Product/Service Sketch

\_\_\_\_\_ pts.

Creative Promotion (Presentation) of product/service: \_\_\_\_\_ pts.

**Total \_\_\_\_\_ pts.**

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

Period: \_\_\_\_\_

# Marketing Olympics

**Directions:** Define the following terms. Make sure you understand these terms, because you will be expected to incorporate them into your "Pitch the Product" presentation.

Target market:

Market research:

Market survey:

Logo:

Trademark:

### Advertising:

## The Four Ps of Marketing:

**Directions:** As an Olympic judge, you are to mark the square for the score you would give each team as they do their "Four Ps of Marketing performance." Write the product they are doing their performance on in the square provided.

## Four Ps of Marketing Olympics

[illegible]