

Sales Pitch!

Directions: Congratulations! You have been chosen to give valuable feedback to the School Board, as they consider a design for a brand-new school. Imagine that you are going to present your idea for the design of a new school to the School Board, people who are going to make the decision about what to include in a new school. Think about how you can write a sales pitch to convince your audience to choose your ideas for the new design!

1. Brainstorm some important parts to include in your sales pitch: (Think: What are the most important parts about your design that you want to highlight and include in your sales pitch?)

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2. Brainstorm some ways that you can make your sales pitch more convincing:

<p>Engage your audience</p> <p>(Think: How can you make your ideas interesting to your audience?)</p>	
<p>Explain how your ideas offer a solution to a problem</p> <p>(Think: What problem does your idea solve?)</p>	
<p>Present your ideas clearly, simply, and in a creative way</p> <p>(Think: Can you do something unexpected that would surprise your audience? Can you tell a personal story? Can you offer facts?)</p>	
<p>Highlight the benefits of your ideas</p> <p>(Think: Why is your idea the best choice? What makes your ideas different from others?)</p>	
<p>Don't give in too many details</p> <p>(Think: How can you make your presentation short and sweet?)</p>	

Sales Pitch Cheat-Sheet

Directions: Now that you have brainstormed an idea for a new school design, you are going to tell us all about it! Write a sales pitch to convince the SFUSD School Board to choose your ideas!

Step 1: Introduce yourself and your idea for a new school design.

For example: Hi, my name is Ashley, and you should come visit my new school because...

Step 2: Explain the origins and your imagined history of the new school.

For example: How did this new school start? Why did your characters decide to open a new school in SF?

Step 3: Explain all the cool features of your new space.

For example: What makes your new space awesome for learning and writing? What are some of the amazing ideas you brainstormed in your design for the new school?

Step 4: Explain why your idea is the best.

For example: Why would kids love coming to your new school? What problem does your school solve?

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Step 5: Wrap it up!

For example: Thank you so much for listening and I hope you choose my ideas!

- Check yo'self! Does your sales pitch do the following:
- Entertain your audience?
- Offer a solution to a problem?
- Give details, facts, or share a personal story?
- Explain why your idea is the best?
- Stay short and sweet?