**Selling a Product**

We are putting it all together - product features and benefits, pricing and target market! Pick a product and sell it to the class.

***Objective: I will identify methods used to sell products, specifically product features and benefits, product pricing and a target market.***

There is a twist, though. The product had to be invented around the 1900s, but you can use modern day technology to try to sell it to us. Use what you have learned about product features and benefits, pricing and target market to excite the audience about your product.

* What will you pick?
* What will the price be? Ensure it correlates with current pricing trends.
* What features and benefits will you demonstrate or highlight?
* Who is the product targeted too?

Another twist is...no slideshow presentations! A huge part of marketing and a product’s success is to be creative and original with your ideas. Check out the below for stand out examples.

[Indianapolis Super Bowl Pitch](https://www.theindychannel.com/sports/teens-thrilled-to-help-indy-s-super-bowl-bid)

[Shark Tank Pitches](http://www.businessinsider.com/the-18-best-shark-tank-pitches-ever-2015-9?scrlybrkr=5448b9c9)

[Apple 1984 Computer Commercial](https://www.youtube.com/watch?v=axSnW-ygU5g&scrlybrkr=0891686e)

[Mark Cuban Best Sales Pitch](https://www.inc.com/video/watch-mark-cubans-best-ever-sales-pitch.html)

**Selling a Product Rubric (55 points possible)**

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| --- | --- | --- | --- | --- |
| Item Description | Excellent | Good | Fair | Poor |
| **Presentation of Product** | 10 - The presentation of the product is excellent; the audience is very excited to learn more about it. | 8 - The presentation of the product is good; the audience is excited to learn more about it. | 6 - The presentation of the product is fair; the audience may or may not be excited to learn more about it. | 4 - The presentation is poor and the audience is not engaged. |
| **Product Features/ Benefits Explained** | 10 – All of the product features/benefits are highlighted; the audience is intrigued. | 8 – Most of the product features/benefits are highlighted; the audience is intrigued. | 6 – Some of the product features/benefits are highlighted; the audience may or may not be intrigued. | 4 – None of the product features/benefits are highlighted; the audience is not intrigued. |
| **Pricing** | 10 - The price of the product is updated to current standards and is realistic. | 8 - The price of the product may or may not be updated to current standards and may or may not be realistic. |  | 4 - The price of the product is not given |
| **Target Market** | 10 – An exact target market is defined and is realistic. | 8 – A target market may or may not be defined and may or may not be realistic. |  | 4 – A target market is not defined. |
| **Promotion** | 10 – An excellent promotional piece is provided. It captures the attention of the audience. | 8 – A good promotional piece is provided. It captures the attention the audience. | 6 – A promotional piece is provided. It captures the attention of the audience. | 4 – A promotional piece is not provided or does not capture the attention of the audience. |
| **Public Speaking** | 5 – You display excellent public speaking skills: speak loudly and clearly during the presentation, face the audience, stand straight, do not fidget, etc. | 4 – You display good public speaking skills: speak loudly and clearly during the presentation, face the audience, stand straight, do not fidget, etc. | 3 – You may or may not display good public speaking skills: speak loudly and clearly during the presentation, face the audience, stand straight, do not fidget, etc. | 2 – You do not display good public speaking skills: speak loudly and clearly during the presentation, face the audience, stand straight, do not fidget, etc. |