

LESSON 6—DRAFTING AND EDITING A SALES PITCH

GUIDED GROUP ACTIVITY

Day 1

PREPARING TO WORK IN THE WRITER'S WORKSHOP—ACTIVITY

An important part of writing a sales pitch or advertisement is thinking about the type of customer who will be most interested in buying the product.

An advertisement must be attractive to the customer. An advertisement for a dog's chew toy should use slogans and language that will interest pet owners. An advertisement for hotels should use slogans and language that will interest people who travel for business or pleasure.

A sleuth is a person who uses clues to find the answers to mysteries. You will all be sleuths, finding answers to advertisement mysteries. Listen to the clues in the advertisements I'm going to read, and decide who the customer might be for each advertisement.

Listen.

Is your pet filling your home with unwanted hair? Are dust bunnies getting you down? Have no fear! The Swift Sweeper is here! The Swift Sweeper uses static technology to attract more hair and dirt in seconds! It's a miracle on hardwood floors, tile, and hard to reach places. With the Swift Sweeper you can say "sayonara" to unwanted pet hair and easily keep up with household chores! Call today to order your Swift Sweeper. Order by October 15th and receive two Swift Sweepers for the price of one!

Who is the mystery customer? Ideas: *Anyone who has to clean floors; someone who has a pet that sheds lots of hair.*

Next example. Listen.

Do you long for a canine or feline friend? Then come on down to Percy's Pet Place, your local pet store, for the county adoption fair this weekend! Enjoy a 25% discount on all application and adoption fees at Percy's Pet Place this Friday to Sunday! All pets are spayed, neutered, up-to-date on vaccinations, and looking for the perfect happy healthy home! Your forever friend is waiting for you at Percy's Pet Place!

Who is the mystery customer? Idea: *Anyone who likes dogs or cats and is interested in buying or adopting one.*

Next example. Listen.

If you love fresh produce but lack a green thumb, Greg, the Gardening Guru is ready to guide you! Watch your skills grow in one of his community center workshops: Nursery Novices, Gardening Greats, and Horticultural Heroes. Each convenient weekend course offers a range of skills perfect for everyone from beginners to plant aficionados! Call the community center front desk for more information and sign up today to get in on one of the Greg, the Gardening Guru's classes! Hurry! Spots are filling up fast!

Who is the mystery customer? Idea: *Anyone interested in learning about gardening.*

Next example. Listen.

Wedding planning is a cinch with Bride Guide Service! We lead you through all the details of preparing the perfect wedding including venues, attire, invitations, flowers, decorations, photography, food, and much more! Bride Guide involves you in every decision. Our prices match or beat the competition. Your wedding will be everything you have dreamed of with Bride Guide Service!

Who is the mystery customer? Ideas: *A bride; someone planning a wedding.*

Next example. Listen.

Wanted: Serious foodies only! This week at the Neighborhood Nifty Market, scope out our chef-recommended recipe section and add some spice to your life! We offer a smorgasbord of choices to tantalize your taste buds: savory curries, crispy wok-fried veggies, and eastern style barbecue sauces! And with discounts you can't say no to. At Neighborhood Nifty Market, even our prices are mouthwatering!

Who is the mystery customer? Ideas: *Anyone who enjoys food and cooking; someone who enjoys cooking food from various cultures.*

Great job, ad sleuths! You have found all the mystery customers for these ads.

DELVING INTO THE TOOLS— WORKSHEET

PREPARATION: Each student will need a copy of BLM 6A.

(Explain to the students that the Delving into the Tools Worksheet will help them practice and become proficient at various writing skills. Have the students complete BLM 6A to reinforce the concepts of determining a customer and writing adjectives.)

Ask a student to read aloud the instructions for each part. Explain any unfamiliar terms or vocabulary. If this task seems particularly difficult for your students, read the instructions to them as they follow along, and complete the first item of each part as a guided task.

After the students have completed the Delving into the Tools Worksheet, review and discuss the answers with them. An answer key for the worksheet can be found in the next column.)

Delving into the Tools Worksheet

BLM 6A

Part 1 Read each advertisement. Name the type of customer who might want to buy the product.

1. Terrific tire sale!
All sizes and treads for all terrains!
Sale starts Saturday.

Idea: Anyone who owns a vehicle—car, truck, SUV, etc.

2. Daria's Delicious Donuts!
Get them by the dozen!
Warm, melt-in-your-mouth, confectionary delights.
Available from sunrise to sunset seven days a week!

Idea: Donut lovers and people who want to buy donuts for them

3. Gorgeous gowns for gala events!
From simple to simply magnificent. All colors, sizes, and price ranges!
Come to Frannie's Formal Wear on Friday for our fall clearance sale!

Idea: Woman of all ages who may need a formal dress for an upcoming event

Part 2 Write four adjectives to describe each product.

	Candy bars	Hats
Ideas		
1. chocolate	1. stylish	
2. nutty	2. warm	
3. delicious	3. baseball	
4. satisfying	4. cowboy	

APPLYING THE TOOLS TO MY WRITING—WRITER'S WORKSHOP

Getting Started

PREPARATION: Copy BLM 6B on a transparency or make a Smart Board file.

(Review with the students the following concepts about a sales pitch.)

The opening catches the customer's... attention.

The writer uses the product... name several times.

The writer points out the best... features of the... product or service.

The writer uses... adjectives to... describe the product or service.

The sales pitch includes a catchy... slogan. It often uses... alliteration or... rhyme.

Write it on chart paper or Smart board as the first line of the sales pitch.

Remind students that a sales pitch often uses the product name several times so the audience learns and remembers the name of the product.)

Let's look at our planning sheet. (Call on a student to read aloud the words or phrases that tell about the best features of the hair product. Call on a student to read aloud the adjectives the class used to describe the product.)

This part of the planning sheet will help us get ideas for the sentences in the middle of our sales pitch. Tell me a sentence we could write. (Accept three or four sentences, and record them on the chart paper or Smart Board.)

Often a sales pitch has a slogan near the end. Why would an author write the slogan near the end? Idea: *To help the customer remember the product.* (Write the slogan as the ending sentence.)

Day 2

Teacher-Directed Edit

PREPARATION: You'll need chart paper or a Smart Board.

The students will need lined paper and their writing portfolios.

You are going to learn some things authors do to make their sales pitches more appealing to customers.

(Ask a student to read aloud the class sales pitch.) **Now we're going to talk about some ways to improve our sales pitch. One way that authors improve their writing is by editing.**

Alliteration

One way to edit your writing is to add alliteration. What's alliteration? Idea: *Words that start with the same sound.*

Find a place in our sales pitch where we can use alliteration. (Demonstrate placing a caret in the text and writing the alliteration in the space above the line.)

When you write the final copy of our class sales pitch, you'll remember to add the alliteration. We're doing a great job of editing to make our sales pitch more attractive to our customers.

Rhyme

Rhyme helps the customer remember some of the sales pitch. Let's find a place in our sales pitch where we can add rhyming words. Tell us a sentence to which we could add rhyme or a new sentence we could add that includes rhyme.

I'll use a caret (draw a caret) to show where I'll add the sentence that has rhyming words. There's not enough room to write the new sentence here in our class sales pitch, so I'll write a caret with a 1 above it. Then I'll write a 1 on the add-in sheet. When we write the final copy of our class sales pitch, the caret and the 1 will remind us to look on the add-in sheet for the new sentence to be added. (Model writing the new sentence on the add-in sheet.)

Adding Adjectives to Describe the Product

What do we call words that describe the product and make it sound attractive? *Adjectives.* (Ask the students to scan the class sales pitch and to suggest places where adjectives can be added. If the students have trouble finding places to add adjectives, point to a noun and ask them to give you an adjective to describe that noun. Demonstrate using a caret to add a word. Repeat for several nouns in the sales pitch.)

Checking the Parts of a Sales Pitch

Let's make sure we've included all the parts in our class sales pitch. (Call on a student to read aloud the sales pitch.) **Did we use an opening sentence that catches the customer's attention? Do we want to make any changes to our opening sentence? Tell me any changes you think would improve the opening sentence for our sales pitch.** (Use proofreading marks to add the suggestions the class agrees would be good additions or to make other changes.)

Remind the students that it's important for the product name to be mentioned several times in the sales pitch.)

How many times did we mention the product name? Is there another place we could mention the product name? Do we need to add another sentence that mentions the product name? (Use proofreading marks to add the suggestions the class agrees would be good additions or to make other changes.)

It's important to mention the best features of a product when we write a sales pitch. Did we mention the most important and attractive features of our hair product? Do we need to add a sentence or a phrase? (Use proofreading marks to add the suggestions the class agrees would be good additions or to make other changes.)

We've done an excellent job of editing our sales pitch.

(Ask the students to use lined paper to write a corrected copy of the class sales pitch. As the students write, circulate among them, giving encouragement and prompting them to make the additions and other changes in the correct places. Have students place these sales pitches in their writing portfolios.)

Presenting a Sales Pitch

(Assign each student a partner.) **You're going to read aloud the class sales pitch to a partner. It's your job to convince your partner that this hair product is the best product to buy and one that they need. Use expression when you read, and be enthusiastic about the product. Make eye contact with your customer. That means you must look at the person several times while you're reading.**

(Give the students time to practice reading the class sales pitch silently. Have Partner 1 read aloud the sales pitch to Partner 2, and then have them switch roles. Ask the students to give their partners some feedback about how the sales pitch was presented.) **Was your partner convincing? Would you buy the product? What did your partner do or not do to help you make up your mind?**

Name _____ Date _____

Delving into the Tools Worksheet

BLM 6A

Part 1 Read each advertisement. Name the type of customer who might want to buy the product.

1. Terrific tire sale!
All sizes and treads for all terrains!
Sale starts Saturday.

2. Darla's Delicious Donuts!
Get them by the dozen!
Warm, melt-in-your-mouth, confectionary delights.
Available from sunrise to sunset seven days a week!

3. Gorgeous gowns for gala events!
From simple to simply magnificent. All colors, sizes, and price ranges!
Come to Frannie's Formal Wear on Friday for our fall clearance sale!

Part 2 Write four adjectives to describe each product.

Candy bars

Hats

- | | |
|----------|----------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |
| 4. _____ | 4. _____ |

BLM 6B

Planning sheet for Writing a Sales Pitch

1. Product _____
2. Customers _____

3. The best features of the product _____

4. Adjectives that describe the product _____

5. Product Name _____

6. Slogan _____

