**Sell Me Something Good**! PowerPoint Project

**Idea!**Make a PowerPoint Presentation with someone

**Your Project**A Marketing presentation, talking someone into buying a cool tech product

**Opportunity**Try to persuade
someone to buy a product you think is really cool

1. You should pretend that you have just been hired by a company to sell a technology product that you are really excited about. With the partner (s) you have been assigned by Mrs. Vest, brainstorm a list of at least **THREE** products you would like to sell/present to the class. The products must have to do with technology (computers, phones, microchips, etc.—these are only examples…your product does not have to be one of those three!) and should be available now in the present, or coming soon. (It must actually exist, and you can show me a source that says so). In addition, they should be available for a cost UNDER $5000.00 unless you get permission to go over. \*If you have an idea for a product or service that YOU made up, run it by me, and maybe you can sell us YOUR product!
2. Once you have your list of three products, rank them 1-2-3 in the order in which you are interested in presenting on them (1 being the most interested). Bring your list to Mrs. Vest for the approval of your product. If someone else has already chosen the product you want to present, you will have to go to your back-up choices. Don’t be last…your options may slim down.
3. When your product is approved, you and your partner should start planning your presentation. You will be making a “business type” PPt to go with your speech in class. Map out your presentation in Google Docs Presentation, and organize the research you do.
Remember that on a business PPT, its important to stay VISUAL. Use just a few bulleted lists and short phrases with pictures. The majority of the information you will put in the “Notes”. You will be giving a “sales pitch” in class. Your job is to convince someone you could sell the product for that company. You can print notes out to practice if you want.
4. Look up and research to answer these questions. You must have **at least one** **slide (or more)** for each of the following:
	1. **The title**, with the name of the product, and your names. (For your speech, come up with a great INTRO. How will you introduce your product…You might want to pretend that you were actually hired by apple/HP/Samsung/Best Buy/ etc.)
	2. The **Product**:
		1. What is the product? (Need image and brand/item name)
	3. The **Product**:
		1. What is it used for? What’s its main purpose?
	4. The **Product**:
		1. What are its features that would persuade one to buy it?
		2. You must include pictures that relate
	5. The **Price**:
		1. How much does it cost to buy this product? Is it the same price everywhere? Are there deals?
	6. The **Place**:
		1. Where can people purchase the product? What *types* of stores or facilities sell it? What stores specifically sell it?
	7. The **Promotion**:
		1. How does the producer market or advertise this product? (i.e. commercials, print ads, Facebook, etc.) also go in DEEPER, to what you notice about the people in their ads (are they family, or trendy cool, or young/ Old? Etc.) Find out if they have any sales buy 1 get 1 free, or contests, or gimmicks or celebs. To promote something in advertising is to get people to BUY it….How does the selected item get people to do this?
		2. Make **a promotional logo/advertisement for it in Photoshop**. Insert it into your PPT, so we can see your advertising idea. Explain why you upgraded, and improved their logo.
		3. What aspects of the product do they say are beneficial to customers? Why would it be important for ME to own one?
		4. You must include **ONE** hyperlink to the product/company’s website. You may also insert a video of 1-minute or less.
	8. Your **Conclusion**: The ending of a presentation should make people feel like BUYING your product. You should not make your audience feel that awkward “should I clap now” feeling. Make sure you sum up what your main arguments are, and end with encouraging us to buy the item. Thank your company and the Best Buys Board of Directors.
5. **After** you have researched with your partner to fulfill the above requirements, and your PPT is complete (and Mrs. Vest sees it), you are ready to practice your speech. BTW: If there is other information you want to include that goes beyond what has been listed, please do so! You can always do more than asked…just not less without it counting against your grade.

Note: You should work on the PowerPoint with your partner. Please divide the slides, so that each of you is making some. (For example, one person could do the even numbers and the other the odd numbered slides.) Write what you are going to say in the Notes section. You can also put your speech on 3x5 cards.Please practice what you are going to say, so that it isn’t awkward. Practice so that each of you has a part to say. Make sure your PPT is saved and shared on Google Docs, so it can be accessed if one of you is absent!

1. This is to be done by the beginning of class on **\_\_\_\_\_\_\_\_\_\_\_**
2. **You will be presenting and will be graded on that day.**

**Here’s a cheat sheet for you if you like to approach a project step by step:**

Look up and research to answer these questions. You must have **at least one** **slide (or more)** for each of the following:

* 1. **The title**, with the name of the product, and your names. (For your speech, come up with a great INTRO. How will you introduce your product…You might want to pretend that you were actually hired by apple/HP/Samsung/Best Buy/ etc.)
	2. The **Product**:
		1. What is the product? (Need image and brand/item name)
	3. The **Product**:
		1. What is it used for? What’s its main purpose?
	4. The **Product**:
		1. What are its features that would persuade one to buy it?
		2. You must include pictures that relate
	5. The **Price**:
		1. How much does it cost to buy this product? Is it the same price everywhere? Are there deals? Are there “bundles” or packages?
	6. The **Place**:
		1. Where can people purchase the product? What *types* of stores or facilities sell it? What stores specifically sell it?
	7. The **Promotion**:
		1. How does the producer market or advertise this product? (i.e. commercials, print ads, Facebook, etc.) also go in DEEPER, to what you notice about the people in their ads (are they family, or trendy cool, or young/ Old? Etc.) Find out if they have any sales buy 1 get 1 free, or contests, or gimmicks or celebs. To promote something in advertising is to get people to BUY it….How does the selected item get people to do this? How do people find out about the product?
		2. Make or adapt **a promotional logo/advertisement for it in Photoshop**. Insert it into your PPT, so we can see your advertising idea. Explain why you upgraded, and improved their logo.
		3. What aspects of the product do they say are beneficial to customers? Why would it be important for ME to own one?

H: The **Conclusion**: (similar but not exactly like this)

 i. I would like to thank my employers from \_\_\_\_\_\_\_ for allowing me to represent their product, and I’d like to thank you, the Best Buys Board of Directors for this opportunity to speak with you. I hope you will consider our product for your store.

 ii. you want to make sure you leave your audience positive and happy (wanting to buy)