

ADVANCED COMMUNICATION SERIES
PERSUASIVE SPEAKING

Assignment #1:
THE EFFECTIVE SALESPERSON

Objective

- Learn a technique for selling an inexpensive product in a retail store.
- Recognize a buyer's thought processes in making a purchase.
- Elicit information from a prospective buyer through questions.
- Match the buyer's situation with the most appropriate product.
- TIME : 8 to 12 minutes

Note to the Evaluator

The purpose of this presentation is for the speaker to enact a role play with another member. The speaker plays the role of a salesperson in a store, and the other member acts the part of a prospective buyer. The product being sold is determined by the speaker. The speaker is to first give a brief introduction explaining the persuasive process used in sales to help the audience better understand the presentation's objectives and to evaluate the presentation. The speaker is to introduce the role play and the partner, then conduct the role play. Finally, the speaker is to lead a brief discussion with the partner and the audience about the role play. It is suggested you read the entire project before the presentation. In addition to your oral evaluation, please give written responses to the questions below.

Evaluation Guide

1. How well did the speaker explain the persuasive process used in retail sales of inexpensive items?
2. Was the speaker able to build rapport with the buyer?
3. How effective were the questions the speaker asked? How did the speaker use follow-up questions to elicit more information?
4. What did the speaker do to show attentiveness to and concern for the buyer?
5. How knowledgeable did the speaker appear to be about the product(s) he or she was selling?
6. Was the speaker friendly, courteous, and polite?
7. How effective were the speaker's efforts to obtain commitment from the buyer?
8. What could the speaker have said to be more effective?
9. What did the speaker do especially well in the sales process?

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Assignment #2:
CONQUERING THE “COLD CALL”

Objectives

- Learn a technique for “cold call” selling of expensive products or services.
- Recognize the risks buyers assume in purchasing.
- Use questions to help the buyer discover problems with his or her current situation.
- Successfully handle buyer’s objections and concerns
- TIME : 10 to 14 minutes

Note to the Evaluator

The purpose of this presentation is for the speaker to enact a role play with another member. The speaker plays the role of salesperson selling an expensive product or service making a “cold call” on a prospective buyer. The product/ service being sold is determined by the speaker. The speaker is to give a brief speech about the persuasive process used in “cold call” sales to help the audience better understand the presentation’s objectives and to evaluate the presentation. The speaker is to introduce the role play and the partner, then conduct the role play. Finally, the speaker is to lead a brief discussion with the partner and the audience about the role play. It is suggested you read the entire project before the presentation. In addition to your oral evaluation, please give written responses to the questions below.

Evaluation Guide

1. How well did the speaker explain the persuasive process used in “cold call” sales of expensive items?
2. How effective were the speaker’s questions in eliciting information from the buyer?
3. How effective were the speaker’s questions in helping the buyer discover a problem exists?
4. Did the speaker avoid talking about his product until the buyer asked about it?
5. How well did the speaker handle any objections or concerns the buyer raised?
6. What could the speaker have said that would have been more effective?
7. What did the speaker do well?

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Assignment #4:
ADDRESSING THE OPPOSITION

Objective

- Prepare a talk on a controversial subject that persuades an audience to accept or at least consider your viewpoint.
- Construct the speech to appeal to the audience's logic and emotions.
- TIME : 7-9 minutes for the speech, and 2-3 minutes for the question-and-answer period.

Note to the Evaluator:

In this presentation, the speaker is to persuade an audience to accept or at least consider his or her viewpoint on a controversial subject. The talk should appeal to the audience both logically and emotionally. The speaker is then to field questions from the audience. In addition to your oral evaluation, please give written answers to the questions below.

Evaluation Guide

1. How convincing was the speaker's presentation on his or her viewpoint?
2. How effectively did the speaker appeal to listeners' logic and emotions?
3. How well did the speaker use stories, anecdotes, and humor to add impact to the presentation?
4. Did the speaker appear sincere, friendly, and concerned for the audience?
5. How did the speaker's voice and use of eye contact contribute to the presentation's effectiveness?
6. How persuasive did you find the speech? Why?
7. What could the speaker have said to be more effective?
8. What did the speaker say that was especially effective?
9. How prepared did the speaker appear to be for the questions that were asked?
10. How effective was the speaker in responding in a positive manner to the questions that were asked?

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Assignment #5:
THE PERSUASIVE LEADER

Objectives

- Communicate your vision and mission to an audience.
- Convince your audience to work toward achieving your vision and mission.
- TIME : 6 to 8 minutes

Note to the Evaluator:

The purpose of this presentation is for the speaker to communicate a vision and mission and convince the audience to help achieve them. It is suggested you read the project before hearing the presentation. In addition to your oral evaluation, please provide written responses to the questions below.

Evaluation Guide

1. How effectively did the speaker convey the vision and mission?
2. How did the speaker connect the vision and mission to the needs, wants, and hopes of the audience?
3. Did the speaker use stories and anecdotes to enhance the persuasive message?
4. What other devices (gestures, body language, vocal variety, etc.) did the speaker use to make the presentation more persuasive?
5. Did the speaker convince and motivate the audience to act?
6. What could the speaker have said to be more effective?
7. What did the speaker do well?