

## Persuasive Speaking

### 1. The Effective Salesperson

- Time: 8 to 12 minutes => 3-4 min speech, short scenario intro, 3-5 min role play
- Objectives:
- 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.

### 2. Conquering the "Cold Call"

- Time: 10 to 14 minutes => 3-4 min speech, short scenario intro, 5-7 min role play, 2-3 min discussion
- Objectives:
- Learn a technique for "cold call" selling of expensive product 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.

### 3. The Winning Proposal

- Time: 5 to 7 minutes
- Objectives:
- Prepare a proposal advocating an idea or course of action.
  - Organize the proposal using the six-step method provided.

### 4. Addressing the Opposition

- Time: 7 to 9 minutes speech; 2-3 minutes Q&A
- Objectives:
- 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.

### 5. The Persuasive Leader

Time: 6 to 8 minutes

- Objectives:
- Communicate your vision and mission to an audience.
  - Convince your audience to work toward achieving your vision and mission.

**Note:** For some speech projects, the presentation time may also include additional segments for such activities as question-and-answer periods, depending on the project.