



Names:

School:

Giving your sales pitch

What is it?

- ✓ Your pitch is basically a presentation telling everyone about your idea and why it is so fabulous!
- ✓ Business men and women have to do sales pitches all the time to make other businesses buy their products.
- ✓ Pitching needs excellent teamwork to plan the pitch and great communication to deliver the pitch.
- ✓ The best business men and women tend to be great at giving pitches!

Your tasks

1. Work out what makes a good pitch.
2. Discuss in your group what you want to include in your presentation.
3. Write a five-minute pitch.
4. Decide if you need any props to help 'sell' your game.
5. Practise delivering your pitch.
6. Deliver your pitch!

Your pitch should:

- ✓ Explain your idea for your game
- ✓ Introduce your full team and their roles
 - ✓ Describe why you think it is a good idea for a game
- ✓ Explain why you think people would want to play your game
- ✓ Tell your audience why you think it would be a success.

TASK 1

As a group, decide what makes a great pitch and a not so great pitch...

Great Pitches	Not so great pitches
✓ e.g Loud and clear voice.	✓ e.g not planned out so is confusing to listen to.
✓	✓
✓	✓
✓	✓
✓	✓
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✓	✓

Task 2

Plan your presentation. What are you going to include? Jot down your ideas on the grid.

	Your group's notes
✓ Explain your idea for your game	
✓ Introduce your full team and their roles	
✓ Describe why you think it is a good idea for a game	
✓ Explain why you think people would want to play your game	
✓ Tell your audience why you think it would be a success.	

Tasks 3 and 4

- ✓ Write your pitch. This may be written like a script, a speech, some prompts on a card or even use a power point presentation.
- ✓ Use your great pitch ideas from task 1 as your success criteria and your notes from Task 2 to help with the content.
- ✓ Decide who is going to deliver the pitch. Is it going to be one or two people doing the whole thing or is everyone in the group going to do a bit each?
- ✓ Use Saira Kahn's pitching tips below to help you:



SAIRA'S TOP TIPS FOR PITCHING SUCCESS



- First impressions count. Your appearance should complement your message.
- If you want your audience to have confidence in your business idea, they need to have confidence in you.
- Make sure you get your message across and think about what your audience wants to find out.
- What can you do to bring your presentation to life? Are there props or presentation software you can use?
- Having notes will help you during your presentation, but make sure you're not just reading from a piece of paper.
- Plan when you are going to hand over from one speaker to the next.

Good luck!

Task 5

- ✓ Practise practise practise!!!
- ✓ Practise giving your pitch to your class mates and teacher and ask them to give you feedback so you can perfect it!
- ✓ No pitch is ever perfect first time around!

Task 6

- ✓ Deliver your pitch on the big day!
- ✓ Good luck!

Tip: To see some cool and interesting examples of pitches, look up 'Dragon's Den' on the internet with the help of your teacher. You can watch some real-life, successful pitches!

