This assignment will help you get all the theory into action. In this assignment, you will actually connect with your customers and make a sale.

By now, you have created a Positioning Statement for your venture and have also created your brand name and logo. In the previous session, you learned about channels and how to select the one appropriate to your venture.

In this assignment, you will make use of your branding, positioning statement, and your selected channel to make a sale.

**Instructions:**

1. Regroup in your practice venture teams.
2. Plan your day to reach out to your customers, and make a sale.
3. Feel free to take help from friends and family.
4. You can use the same MVP that you created in lesson 5.
5. Prepare a Sales Pitch using the tips given below.
6. Fill up the **Sales Pitch** and the **Sales Report** using the template given below.
7. Submit the **Sales Pitch** and the **Sales Report** at the end of the session. To submit, convert them to PDF and upload to LearnWise.
8. You can also submit an actual video footage of this exercise if you have any.
9. You have **3 hours** to complete this assignment.

**Tips to craft your Sales Pitch:**

1. **Identify your goal:** Execution is always an easy task if the planning is done well, isn’t it? So, plan your goals first... What is it that you want to achieve through your pitch?

**Craft your pitch according to your goal.**

1. **Explain your product/service:** You can start this by asking yourself a question. “What do I want others to remember about me?” Am I a problem-solver? Customers always want a solution to their problems. At this point, it’s important that you craft those numerous value adds that you can bring in and solve issues.

For example, if you are a grammar coach with a vision of making a business around grammar coaching, your pitch needs to have elements of solving issues related to English grammar, and what you do to solve those issues.

Like “**I am a grammar coach and my primary focus is to make grammar fun and exciting for students. I have designed an ONLINE GAME, which you can access through a simple mobile app to make learning grammar an engaging and fun experience for both teachers and students.”**

1. **Communicate your Positioning Statement:** Your pitch ought to communicate your Positioning Statement. A positioning statement states the benefits of your product. Here, you can also highlight what you bring to the table, which is better than your competitors. This can include any survey, research results, or statistics.

For example, you can say that “**I remember when I was in school, I would get confused between Its and It’s. The difference between advise and advice.”**

**So, I can empathize with students’ problems in learning grammar. I have designed an ONLINE GAME, which you can access through a simple mobile app to make learning grammar an engaging and fun experience for both teachers and students. It includes games and quizzes. In fact, I have conducted a pilot with 30 Government schools with 90% results. I will be happy to take you through a demo sometime.”**

1. **Engage with a question:** After you have communicated your Positioning Statement, you can engage your audience with a question. Ask some open-ended questions, like “**what methods do you use in your school to teach grammar? Is it instructor-led or self-paced?”** Asking the right questions may lead to an opportunity for you.
2. **Put it all together:** Once you have made the skeleton of your pitch, join the dots together. Remember, your pitch needs to be crisp, concise, and to the point.

Here’s how your pitch would sound like, once you put all of it together:

**“I am a grammar coach and my primary focus is to make grammar fun and exciting for students. I have designed an ONLINE GAME, which you can access through a simple mobile app to make learning grammar an engaging and fun experience for both teachers and students.”**

“**I remember when I was in school I would get confused between Its and It’s. The difference between advise and advice. (Laugh).**

**So, I can empathize with students’ problems in learning grammar. This ONLINE GAME includes games and quizzes. In fact, I have conducted a pilot with 30 Government schools with 90% results. I will be happy to take you through a demo sometime.”**

**“So, what methods do you use in your school to teach grammar? Is it instructor-led or self- paced?”**

1. **Practice:** Last but not the least, be well-versed with your pitch. It’s ok to memorize the first few lines. However, be careful not to make it sound like a pre-recorded tape. You can also practice in front of the mirror, so you are aware of your body language as well. The more you practice, the more natural it becomes, even though it was scripted earlier. In any case, no one else knows that!

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| **SALES PITCH** | |
| We are fitness enthusiasts who believe in spreading health awareness through yoga and meditation. We have acquired professional training to develop these skills.  As a fresher, we experienced disturbed biological clock and stressful college hours which left us mentally and physically exhausted. So yoga and meditation served to be a source of relief for us. This became the source of our idea to start conducting sessions on the same.  Our team members have conducted a week’s yoga and meditation session in the campus itself, giving the freshers a live demo, and people gave us a positive feedback. We also have practiced yoga and meditation in their school lives.  Are you ready to be a part of our venture and say hello to a fitter you? | |
| **SALES REPORT** | |
| **Question** | **Your Answer** |
| 1. **Did your customers seem interested in the product?**   **Tick the option that best relates to you.** | * Just showed interest, asked questions |
| 1. **Did the customer seem convinced/impressed with your Sales Pitch? Elaborate.** | **Yes. Their personal interest in fitness proved to be a plus point and they were quite motivated to start their fitness journey with us. We were also able to prove our credibility.** |
| 1. **Based on actual experience, how do you think you can improve your Sales Pitch? Please rewrite your new Sales Pitch.** | We chose to highlight the positive feedback from our customers to increase our credibilty.  We are fitness enthusiasts who believe in spreading health awareness through yoga and meditation. We have acquired professional training to develop these skills.  As a fresher, we experienced disturbed biological clock and stressful college hours which left us mentally and physically exhausted. So yoga and meditation served to be a source of relief for us. This became the source of our idea to start conducting sessions on the same.  Our team members have conducted a week’s yoga and meditation session in the campus itself, giving the freshers a live demo. People appreciated our initiative and reflected their wish to continue this in long term for improving their mental and physical health.  Let’s take a step towards a healthier lifestyle! |
| 1. **Which part of your positioning statement helped in your sales pitch?**   **Tick the option that best relates to you.** | * Customer benefit that the product offers |
| 1. **What did you learn from this experience?** | **Sales pitch is an important aspect of the marketing. It creates an image of the product or service in the mind of customer. Formation of the sales pitch helped us dwell deeper and think in all aspects of our service.** |