

Unit 6: Selling

Lesson 1: Crafting Your Story

“The secret to life is to put yourself in the right lighting. For some, it's a Broadway spotlight; for others, a lamp-lit desk.”

- Susan Cain

Scenario 1: You are a minister ...

... and most of the people who come to your church are old. You want to attract more young people. How will you do this?

Case Study: Selling a Cyber-Café in Costa Rica



After vacationing in Costa Rica, a young American decided to move there and start a small cyber-café. He moved out to a rural area with 5 computers and bought a small room in which to put them. He found a shaky, free connection to the internet through the local Catholic monastery, which only hooked up their internet from 8pm to 2am. He named his business, “La Connecion Caridad,” and charge \$2 per hour for the internet.

After a few months, a larger business came to town and opened a cyber-café with 25 computers. It charged half the price per hour, and was open all day.

The young American thought he would have to move back home. He was in the post office, sending a letter home to his parents, when he saw a line of young Cost Rican high school students. All had letters in there hands addressed to the United States or

various countries in Europe. They were all sending letters to pen pals, and spending a lot of money on postage.

He left the post office and designed a flyer that he put in all the local schools: Come to La Connexion Caridad ... You will get an electronic mailbox and three pen pals in the country of your choice for \$2.

By the next day, he had dozens of students coming to his cyber-café. He would get them an email account on Yahoo! and let them choose from a list of pen pals he downloaded from a website. Each customer took only ten minutes to process, so he was making \$12 per hour per computer.

Within months, he had enough money to buy new computers and hook up to the internet all day.

His business was a success.

Discussion

1. People often view selling as something that requires only effort: the harder you work, the more you will sell. What did the young American do to increase his sales?

2. What are your favorite advertisements? What advertisements have worked on you?

Scenario 2: You are running for the Senate ...

... and you need to design your campaign. Create a few slogans that celebrate you. Choose a few hot issues and take a stand on them.

Scenario 3: You being interviewed for college ...

... and you are asked, "Tell me a little bit about yourself."

Public Relations: Why Not You?



Jim Harper

Diamond engagement rings were uncommon until a PR campaign from DeBeers Diamond Company made them seem necessary.

Look up Public Relations in the appendix:

1. What is the average annual salary? _____
2. What are some related jobs? _____

Read the following interview:

3. Why did you decide to work in Public Relations?

In college, I took a few communications courses, which were fun. I liked public speaking and the challenge of writing for different audiences. All the professors were talking about careers in “PR.” So I took a look, got an internship over the summer before my senior year, and loved it.

4. Where do you work?

I work for a PR firm in Manhattan. Since I am pretty good with computers, I am in charge of our different companies' messaging over the internet, like the content of their websites and campaigns on Facebook.

5. Would you recommend a career in Public Relations?

Yes! You are always working with someone different. I always get to go to fun events. You have to be a good writer and speaker to get a job in this field. And you have to understand how the media, especially new media like the Internet, works.

6. How do you get a job in Public Relations?

You need to be a good writer. Most people major in communications or journalism. You apply for jobs right out of college and work your way up the ladder. I would recommend specializing. A pharmaceutical company is going to want a PR person who knows medicine. I took a lot of computer science classes.

Career Evaluation Lenses:



Which "fun archetypes" would this job appeal to? (Adventurer, Story-Lover, Fixer, Party Captain, Puzzler, Competitor, Artist, Prankster, Mover, Collector, or Performer)



Which leadership skills are essential to excel at this job? (Motivating, Planning, Getting and Analyzing Information, Selling, Maintaining Customer Relationships, Answering to Bosses, Making Tough Decisions, Resolving Conflicts, or Entrepreneurship)



What would you be doing on a typical Tuesday at 11am?

Japanese Dual Sales Pitch

In Japan, sellers work with a partner. The first partner “talks up” the value of a product and learns about the customer’s needs. He will never mention money or try to “close” the sale. He is discussing the product and developing a relationship with the customer.

If, and only if, the first partner senses a connection, he will set up a meeting with the second partner. The second partner is the “closer;” he will discuss price and ask for the sale. He wants to make the decision feel urgent.

Pretend you are pitching investors, like in the show “Shark Tank,” for a simple consumer product.

Work with a partner and craft a dual sales pitch. Perform it for the class (perhaps on one student customer).

Partner 1: Value	Partner 2: Closing
Craft a convincing story:	Focus on convincing facts. Get them to “think past the sale:”

Evaluate your classmates: Every time you hear a good line, write it down.

Value:

Closing:

Which duo should receive the investment? Why?

Design a Winning Resume

Active Verbs

Achieved
Analyzed
Arranged
Attained
Balanced
Budgeted
Built
Calculated
Catalogued
Classified
Coached
Collaborated
Collected
Compiled
Consolidated
Convinced
Coordinated
Counseled
Created
Delegated
Designed
Developed
Directed

Edited
Established
Evaluated
Examined
Executed
Expedited
Facilitated
Founded
Generated
Guided
Handled
Identified
Illustrated
Implemented
Improved
Increased
Informed
Initiated
Inspected
Interviewed
Introduced
Invented
Investigated
Led

Maintained
Marketed
Motivated
Negotiated
Operated
Organized
Oversaw
Performed
Persuaded
Planned
Presented
Prioritized
Produced
Programmed
Promoted
Recruited
Reduced
Repaired
Researched
Scheduled
Shaped
Solved
Strengthened
Supervised
Taught
Trained
Wrote

The above words will help you describe your activities. Circle the ones that apply to you.

Sample Resume

Denise Mitchell
12345 6th Street.
Bronx, NY 11111
(718) 555-5555 — D.Mitchell@email.com

Education

Bronx High School
GPA: 3.5; SAT: 620R, 600M, 610W
June 2018 Graduation

Work Experience

Local Pool
Summer 2017 and 2018
Lifeguard

- Taught summer swimming classes.
- Monitored swimming areas for rule violations and drowning victims.
- Maintained pool facilities and recreation areas surrounding pool areas.
- Managed the cash register at the concession stand.
- Successfully completed training courses and maintained CPR certification.

Volunteer Work

Helping Kids Foundation
2017 -2018

- Monitored youth during group activities and field trips.
- Tutored students ages 8-13 in math and essay writing.
- Recorded works of literature into audio format for use by blind students

Activities and Awards

National Honor Society
2017, 2018

Cheer Squad
2016 and 2017
President, 2017

Senior Student Council Representative
2017
Secretary — 2014