

Name:

Class Period:

Sales Speaking Outline

Rules: 7 minutes, visual aids allowed, must bring product, judge asks questions at end of speech.

Product:

General Purpose: To Persuade

Specific Purpose: To persuade my audience to buy/invest in (insert specific product)

Thesis:

I. Introduction

A. Attention Getter:

B. Tie-In to Product:

C. Statement of Significance:

D. Roadmap [Today I will be discussing (product)]:

1. First, I will discuss
2. Second, I will discuss
3. Third, I will discuss

II. History:

A. [Who/When/Where Invented and/or Changed]

1.
 - a.
 - b.
2.
 - a.
 - b.

B. [Who/When/Where Invented and/or Changed]

1.
 - a.
 - b.
2.
 - a.
 - b.

Transition:

III. Uses:

A. [Traditional Uses]

1.
 - a.
 - b.
- 2.

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- a.
- b.
- A. [Unconventional Uses and/or Varieties]
 - 1.
 - a.
 - b.
 - 2.
 - a.
 - b.

Transition:

IV. Financial Information:

- A. [How to get it]
 - 1. [How much it costs]
 - a.
 - b.
 - 2. [Where to buy it]
 - a.
 - b.
- B. [Compare to Competitors]
 - 1.
 - a.
 - b.
 - 2.
 - a.
 - b.

Transition:

V. Conclusion

- A. Tie back to attention getter:**
- B. Review of main points:**
 - 1. First, I discussed
 - 2. Second, I discussed
 - 3. Third, I discussed
- C. Strong Closing Statement:**

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References (need at least 3 sources)