

## Persuasive (Sales) Speech Assignment (Communication Experience)

### Purpose:

To give you practice in developing and delivering a persuasive (sales) speech about a product or service you have researched. The choice of topic is yours, but ***must be persuasion of a product or service*** (no informative speeches allowed). Your goal is to achieve your stated purpose and, in doing so, keep your audience interested. (Audience analysis will be key, here!)

***Please pay attention to the Grading Considerations on this assignment, as there are hints about common errors students make on this assignment.***

### Assignment Specifics:

<i>Topic/Approach</i>	An informative presentation, <b><i>focusing on demonstration</i></b> , on a topic relevant to the class, supported with credible research
<i>Time Limit</i>	3-5 minutes (please time at 4:00) (Set-Up time limited to 30 seconds to 1 minute)
<i>Required Oral Source Citations</i>	Two (2) good quality sources cited during the presentation (these need to come out of your mouth)
<i>Presentation Aids</i>	Not required (although it is likely you will have at least one: the product you are selling)
<i>Notes</i>	Limited to three (3) 3x5 note cards, single sided, handwritten
<i>Number of Main Points</i>	Two to four, as required by the speech Do not forget your preview and your summary statements
<i>Speaking Style</i>	Extemporaneous (do not memorize this speech word for word; practice speaking off of an outline)
<i>Associated worksheets/outlines</i>  Review assignment sheets for specifics on these worksheets/outlines	<ul style="list-style-type: none"> <li>• <a href="#">Sales Speech Worksheet Explanation</a></li> <li>• Worksheet #1 (<a href="#">pdf</a> format; <a href="#">rtf</a> format): 5 Topics + Audience Relevance</li> <li>• Worksheet #2 (<a href="#">pdf</a> format; <a href="#">rtf</a> format): 1 Topic, Audience Relevance, 3+ sources, Draft Main Points, Possible Aids</li> <li>• Worksheet #3 (<a href="#">pdf</a> format; <a href="#">rtf</a> format): 1 Topic, Audience Relevance, 3+ sources, Draft Main Points, Possible Aids <b>WITH BIBLIOGRAPHY</b> <ul style="list-style-type: none"> <li>• NOTE: Worksheet #2 &amp; #3 are identical, with the exception of #2 including an additional page for the bibliography (even the links are identical)</li> </ul> </li> </ul>

## Procedure:

NOTE: This is similar to the write-up for the Informative Speech. READ IT THOROUGHLY ANYWAY.

1. Identify a product or service on which you think you can persuade the audience to purchase, and that you can speak on for the time allotted for this speech. This may be a fictitious product or service, but it must come across as real. You are still required to incorporate oral footnotes and a Works Consulted section, and they must be in proper form. If you wish to do a fictitious product or service, please discuss it with me in advance.

NOTE: This must be a persuasive speech, focusing on the selling of a product or service. If you do an informative speech instead, you will NOT receive credit.

2. Read the chapters in the textbook on public speaking in general and persuasive speaking in particular. Review your lecture notes on these subjects.
3. Prepare a speech that meets the following criteria:
  - a. The purpose and goal of the speech must be clearly discernible to me and your audience without you having to say, "The purpose of my speech is..." What do you want to persuade your audience to do? (It should be to purchase something; hence, this is a *sales* speech.)
  - b. The body of the speech must be organized around a recognizable structure such as those suggested in the text or discussed in class. Think about Monroe's Motivated Sequence. (Most speakers do not spend enough time on establishing a need; others have difficulty relating the product/service to their audience.)

Consider the following organizational structures for your sales speech:

**Intro:** Attention-getting, establish relevance/value...

**Preview** (preview the Need and Satisfaction... without giving away the product)

**Body:**

I. Need (at least one third of the speech)

II. Satisfaction (when you finally reveal your product)

**Summary** (word as Visualization, reminding us of the need and that your product will satisfy the need)

**Conclusion** (Final appeal to purchase)

- c. The major points and subpoints must be distinct so that their relationship is clear. The transitions from one point to the next must be logical and clear. They reveal how you think, so they should be carefully conceived.
- d. The introduction should attract the attention of the audience. It should not be an extended need statement.

- e. You must also **preview** the content of your speech although, in this type of speech, you may not want to completely give away your solution until you get there.

(NOTE: Most students forget the preview statement; it is an important part of this speech: Don't forget it!) Also, relate the topic to the audience and establish your own credibility as the speaker on this topic.

- f. The conclusion must **summarize** the speech as well as end the speech on a note of finality. Make sure your product/service is directly applicable to your audience. Ask them to buy it. (Gotta have that call to action!)
  - g. Overall, the speech must show evidence of audience analysis, so that the content fits the interests, abilities, and general condition of the audience. It must also convey your enthusiasm for your topic.
4. You **MUST** cite your sources orally (oral footnotes, oral source citations). If you don't cite the correct number of oral references, your grade will be adversely affected.
  5. Presentation aids are likely, but not required. You will be graded on your decision to use (or not use) an aid, as well as the quality and appropriate use of the aid (should you decide to have one). Note that, given the nature of this speech, a presentation aid is likely.
  6. Practice your speech before you actually give it. Time it to make sure it fits the time limit. Remember: you get penalized for being under or overtime.
  7. Because of the student feedback aspect of this speech, it is important that you attend class even when you are not giving a speech.

## Grading Considerations:

- Appropriateness of topic (persuasive speech selling a product or service, not informative, etc.)
- Appropriateness of product or service to the class (don't forget to explain the relevance to the audience—why might they even be interested in purchasing this product/service?)
- Clear, discernable preview and summary statements (don't make me have to look for them!) –**This appears to be one of the hardest steps for students, so spend time on this. Remember that the preview should not give away the product.**
- Good organization (a clear attention-getting introduction, well-developed and organized body using appropriate organizational style, distinct conclusion)—**this is the other step students have a hard time with. Remember that at least one-third of the speech needs to be devoted to the Need Step; don't make this a Benefits speech.**
- In-depth discussion of the need step before introducing product/service
- Emphasis on persuasion, not on providing information

- Action step that gives the audience something to do; tell us where to purchase the item and how much it costs
- Adheres to speech requirements (presentation aids, number of oral source citations, notes, time limit, etc.)
- Shows signs of being well prepared
- Creativity, style in content and delivery
- Enthusiastic/energetic delivery
  - NOTE: This is an oral communication class. Delivery skills count heavily in your grade. Make sure you have practiced your speech several times, in front of an audience, so you perform with an enthusiastic/confident delivery, good inclusive eye contact, natural gestures, good posture, fluency (no filler phrases), smooth use of presentation aids, etc.
- Appropriate physical appearance (clean, presentable, “a step above from your audience’s attire”)