

Sales Pitches

A With a partner, discuss the questions below

- What is a sales pitch? When might you hear one?
- How long should a sales pitch be?
- What are some of the difficulties of making a good sales pitch?
- Which of the items below should you include in a good sales pitch? Which order would you put them in?

- ☐ Say who the company is
- ☐ Say what is good about your company in comparison with the competition
- ☐ Talk about your hobbies and interests
- ☐ Say where you got the idea to create this product
- ☐ Say how much money you want and how much equity you can offer
- ☐ Explain and demonstrate what your product does
- ☐ Talk about your dreams for the future
- ☐ Give projected profits for the year ahead
- ☐ Give background detail about the company
- ☐ Compliment the investor's good fashion sense

- Can you think of anything else to add to the list above?

B Watch the clip from the TV show 'Dragon's Den'

1. What is Peter Hopton trying to sell?
2. How much money does he want and how much equity in the business is he offering?
3. How long has his company existed?
4. How successful has it been so far?
5. What was your impression of Peter Hopton from his 2 minute presentation?
6. Was it a good sales pitch overall? Why/why not?

C Read the sales pitch below and decide what the function of each paragraph is

1. _____

Hello Dragons. My name is Peter Hopton and I am from Very PC. Very PC have come here today to ask you for £250,000 for 5% of the firm.

2. _____

Very PC manufacture the world's most (1) _____ computer equipment. At the moment, the entire IT industry is responsible for more CO2 emissions than the aviation industry and a normal home PC has a (2) _____ of around 100 watts or in some cases, as much as 200 watts.

3. _____

Very PC design (3) _____ PCs with a three-step system. The first: (4) _____. We design our machines to be more energy efficient and better in that respect than normal PCs. For example, the Treetan PC here replaces a home PC (5) _____, and only using 29.6 watts of electricity on average. And this is a green server -- using half the power consumption of even the most energy efficient servers from big IT companies. The second point is (6) _____. We design our machines to be (7) _____ as much as possible. The third point is (8) _____. The machines perform like the computer the customer would have purchased anyway, providing huge amounts of electricity savings and also, an ecological point of view.

4. _____

Very PC has been (9) _____ for four years. We have grown significantly since winning some major national and international awards such as the PC Pro award there. At the moment we are looking at growth of 30% (10) _____. Next month we are hoping to (11) _____ £100,000 and our (12) _____ are better than expected for the IT industry.

5. _____

So, any questions, Dragons?

D Listen again and complete the gaps in the text above.

- Can you guess what these words mean from the context?

E Look at the profiles for the five ‘dragons’ below.

- How do you think will respond to this sales pitch from Peter Hopton?
- Do you think any of them will be interested?



NAME	James Caan	Peter Jones	Duncan Bannatyne	Deborah Meaden	Theo Paphitis
NATIONALITY	Pakistani	English	Scottish	English	Cypriot
AGE	51	46	63	53	53
NET WORTH	£70 million	£402 million	£320 million	£40 million	£210 million
SPECIALITY	Private Equity	Technology	Hotels	Marketing	Retail

F Look at these phrases. What do they mean?

1. What's in your PC that's proprietary?
2. I think you need to go back to the drawing board.
3. The only value in a brand is the cash it can generate – it's capital.
4. This is an averagely crap business and there's no point in investing.
5. I've never heard so much rubbish in my life.
6. You've insulted my intelligence to the level where I'm seething with rage.
7. It's mutton dressed as lamb. You must be very disappointed in your own personal performance.

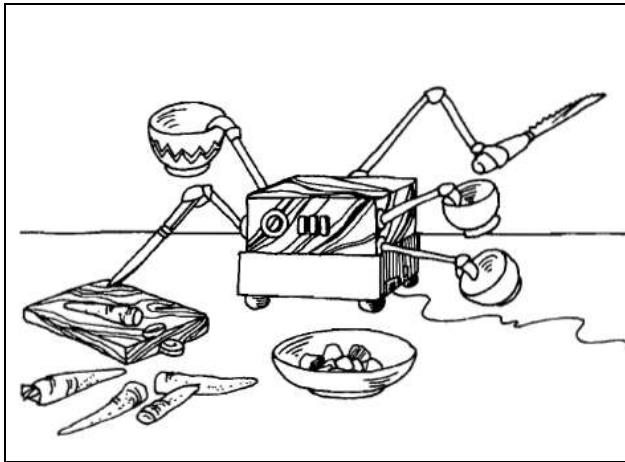
G Reading the phrases above, do you think Peter was successful in his pitch?

- Listen to the rest of the video. Which of the Dragons says each of the phrases in F?

H You and your partner are the inventors of a revolutionary new product. You would like the Dragons to invest in your business

Your teacher will give you a role. Look at your product and plan a two minute sales pitch that will convince the Dragons to invest. Remember to include the points discussed in exercise A.

STUDENT A

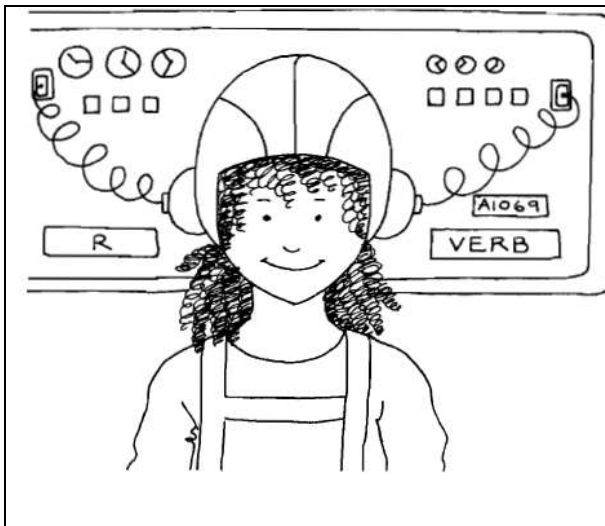


THE KITCHEN-MATE

Cuts, washing, chops and peels. Simply insert the ingredients, press the button and the Kitchen-mate will do the rest!

Ideal for busy parents and people on the go who want to eat healthily without all the stress.

STUDENT B

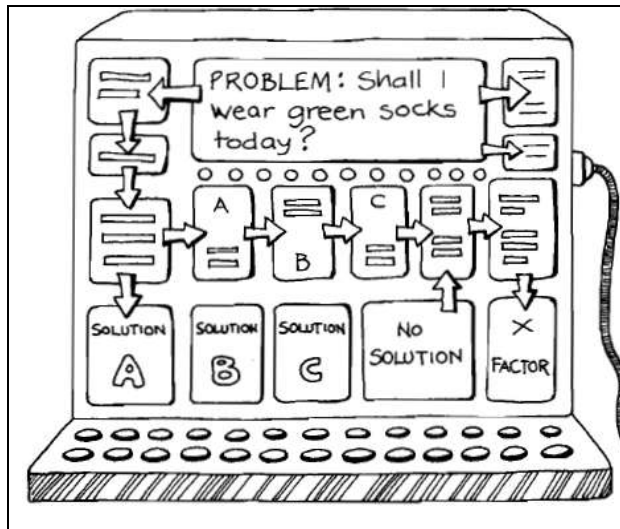


THE INSTA-LEARN HEADSET

Learn anything in less than an hour! Simply insert the correct programme card, put on the headset and then wait for the knowledge to come! The machine comes with 5 inbuilt programme cards and many more can be bought online.

Warning: may cause headaches. Repeated use may cause irreversible brain damage.

STUDENT C

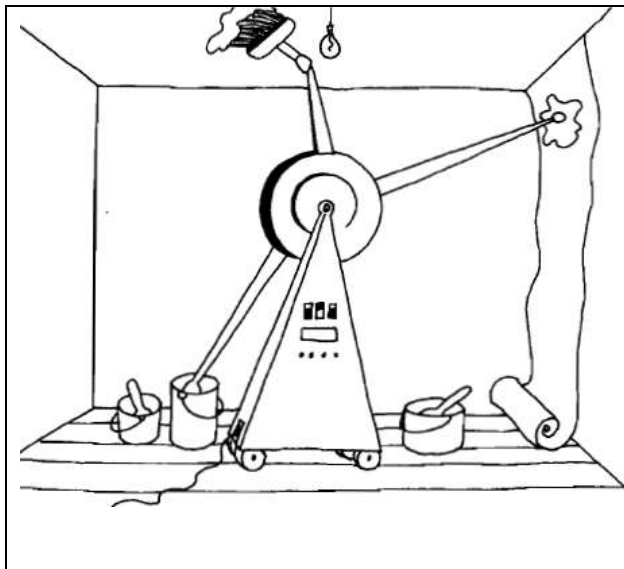


THE CHOICE-O-MATIC

Do you have a problem that needs solving, or a dilemma you can't resolve? Tell the Choice-o-matic and it will do your thinking for you, leaving you free to go about your daily life without any stress.

Using powerful mathematical algorithms, the Choice-o-matic will make the best choice for you 99% of the time!

STUDENT D



PAINT PAL 9000

Painting need never be a chore again with the new Paint Pal 9000! Simple pour the paint into the reservoir, programme the size and shape of your room using the easy to use in-built software and then leave the room. The Paint Pal 9000 will do the rest!

It can paint any room of up to 50m² in less than one hour.