**Making a Great Sales Pitch**

This is a template for conducting a role play training activity. In this case we are using how to make a great sales pitch as an example. Replace this content with your own and follow the steps.

Preparation & Research

Research the subject matter and consult with a subject matter expert. This might be someone in your organization or an expert in the field that you can have access to. Prepare a handout based on this research to give to the participants in the training workshop.

Synopsis

The participants divide themselves in groups of three and assume the roles of a salesperson, a prospect or customer, and a judge. If you are working with a very small group of less than seven, you can choose to do this exercise as one group and each person takes a turn being the salesperson and client, while the rest act as judges. Each person will roleplay the salesperson a minimum of three times.

Purpose

To effectively make a great sales pitch and close the sale.

Participants

Any number divided in triads.

Time

15-20 minutes per round

Materials

* Paper and pencil
* Timer
* Alarm or whistle

Handout

*How to Make a Great Sales Pitch according to Steve Jobs*

Flow

Individual assignment: Explain the importance of making a great sales pitch to close sales for the organization and the participants (this can also be done by the boss). Give the handout and ask the participants for additional ideas to make a great sales pitch. Give a 3-minute time limit and then write down their input on a flip chart. Discuss the list to arrive at a consensus of which ideas should be added to the original list in the handout.

**Rehearse**: Provide 2-3 minutes to allow each person to silently rehearse how they will make their sales pitch.

Form triads: Organize the participants in groups of three.

**Assign roles**: Choose the person in the middle of each group to be the judge and the person on their left to be the salesperson and the other the judge.

**Explain the roleplay**: Explain that the salesperson will make a sales pitch using the criteria from the handout plus the added items. The client is to resist in making a buying decision.

**Launch the first round**: Announce a 5-minute time limit for the salesperson to make their pitch.

**Conduct a critique session**: After the 5-minute roleplay, ask the client and then the judge to comment on the salesperson’s performance, always referring to the criteria. Have the salesperson take notes on how they can make improvements in the future.

**Repeat the process:** Have the participants assume a new role and repeat the roleplay and feedback as before. Do this at least one more time. If there is more time have the participants form new triads and rinse and repeat.

**Debrief the activity**: Allow 2-3 minutes for silent reflection on how they will use the feedback to focus on personal improvements. Ask them to share their key notes and performance improvement decisions.

Handout

[7 Sales Presentation Lessons that you can learn from Steve Jobs](https://www.smartwinnr.com/post/7-sales-presentation-lessons-that-you-can-learn-from-steve-jobs/)