



Oklahoma 4-H Youth Development Program

Building Leaders for Tomorrow

Instilling and developing leadership capabilities in youth and adults.

ACTIVITY 7: "The Sales Pitch"

AGE LEVEL – Beginning, Intermediate

CONCEPT OR SKILL – (Beg.) Learning to learn – Planning and organizing (Int.) Community Service - Service learning and volunteerism, helping others, participating for the good of the whole (organizations, club, county, etc.)

LIFE SKILL(s) – (Beg.) **Head** – Planning and Organizing, Goal Setting, Problem Solving

(Int.) **Heart** – Concern for Others, Empathy

Hands – Teamwork, Contribution to Group Effort

Head – Service Learning

BEHAVIORAL INDICATOR – (Beg.) Short attention span; often don't like to keep records. (Int.) Prefer action-oriented activities.

THINGS TO KNOW:

It is essential that those in leadership roles have the skills to listen, compromise, persuade and make fair and sound decisions. Youth need practice in developing their decision making skills. Part of the decision making process is being able to think quickly or "on the spot," debate or defend something you believe or have studied. The "art" of persuasion and sound decision making are beneficial tools in resolving everyday life experiences and accomplishing personal goals/tasks.

This activity is designed to be a fun role-play. Participants will have an opportunity to engage in a non-threatening interaction which will provide an opportunity to communication a need, possibly persuade and may even provide opportunity for compromise to meet both parties' needs. This is a good activity to do prior to beginning the planning process for community service, a service-learning project, a fundraiser or club activity/event.



Materials Needed: None.



Do: Split the group into pairs. Explain that one partner is a salesperson in a store where wages are based entirely on commission. The other partner enters the store wanting to buy something very particular and it happens to be out of stock. It is the job of the salesperson to persuade the customer to buy something else. A variation of this is to have one person trying to convince another to give money to a charity, while the possible donator acts extremely disinterested.

Reflect: Use reflection to processing feelings experienced. It's very likely some individuals will experience frustration with this activity – the salesperson is having trouble convincing the customer to buy a product and the customer is having trouble convincing the salesperson that they really don't want the product.

- 1) How does it feel to care about something that someone else has no interest in?
- 2) Describe your comfort level? How was it affecting you emotionally and mentally? What ways can you regain control of your composure?
- 3) Does it help to loose your cool or keep your cool?
- 4) Brainstorm to think of successful methods of persuasion that benefit both parties.

Source: Abris: Cards # 167 and 168 (Charles Learned, Learned Enterprise)



Apply:

- 1) Name some situations in your life where you need to persuade someone else to share your point of view or perspective? What method of persuasion did you use? What would have been a better tactic?
- 2) What methods of persuasion are there besides a sales pitch? (For example: compromise so both sides benefit; sound oral reasons; sighting research; written essay; newspaper article; speech; elections; etc.)
- 3) Identify times when you should not compromise or settle for less than you need or deserve? (Significant purchase or investment, _____)
- 4) Identify times when you should compromise or settle for something less? (need vs. want; friendship, family; availability of finances, etc.)

