

Name: _____

Elevator Pitches

Directions:

You and your partner will be creating elevator pitches based on the Consumer and Products Cards that you are given. You each will get a turn acting as the sales representative and consumer. Follow the instructions below and fill in the prompts to complete this activity.

Round 1

Instructions: One person will start as the sales representative and will draw a Product Card, while the other person will be the consumer and will draw a Consumer Card. The consumer will explain their role to the sales representative. The sales representative will have one minute to create an elevator pitch that will help them sell their product to the consumer. After the minute is over, the sales representative will deliver their elevator pitch to the consumer, who will score their pitch.

Name of Sales Representative:

Name of Consumer:

Sales Representative Product: Elevator Pitch: (Remember to be brief and make a connection with the consumer.) Two key points: Connection to consumer: Write out pitch (if needed):	Consumer Type of Consumer: Rubric: Offered two key points about the product _____/10 points Made a clear connection between the product and your consumer role _____/10 points Pitch was brief, clear and convincing. _____/10 points Total: _____/30 points Feedback about the pitch:
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Round 2

Name of Sales Representative:

Sales Representative	Consumer
Product:	Type of Consumer:
Elevator Pitch: (Remember to be brief and make a connection with the consumer.)	Rubric:
Two key points:	Offered two key points about the product _____/10 points
	Made a clear connection between the product and your consumer role _____/10 points
Connection to consumer:	Pitch was brief, clear and convincing. _____/10 points
	Total: _____/30 points
Write out pitch (if needed):	Feedback about the pitch:

Reflection

1. In what ways do you think a sales representative helps bridge the gap between the companies who are creating products and the clients/consumers?
2. How can a strong relationship between the sales representative and client/consumer impact business?