



**Time
Required:**
20 minutes

Grade Level:
9th -12th
grades

Skills for the 21st Century Marketplace Activity
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Closing the Deal

Infusionomics Themes, Keystone Economic Principles, and Skills for the 21st Century Marketplace:

• **THEME: CHOICES**

- **Keystone Economic Principle™ #1:** We all make choices

• **THEME: INCENTIVES**

- **Keystone Economic Principle™ #5:** Incentives Produce Predictable Responses

- **Skills:** 23. Marketing; d. Selling

** For additional standards and content references, please see the [end of document](#).

Overview:

This lesson provides a brief introduction to selling techniques. Students analyze their own experiences and what motivates them to buy as well as witnessing two video examples of sales techniques in action.

Objectives:

Students will recognize effective and ineffective sales techniques.

Materials and Handouts:

Video or projection equipment to show YouTube videos.

Activity:

- Explain that as an entrepreneur selling a good or service is the bottom line and the primary reason the business exists.
- Ask the students to brainstorm a list of all the negative selling techniques they have ever experienced.
- Ask the students to brainstorm a list of all the positive selling techniques they have ever experienced.
 - Help the students to summarize the list and provide some of the top proven selling techniques.

- The list should include items like personal integrity, establishing the need for the good/service being offered, believing in your product, overcoming objections, being persistent, asking for the sale, etc.
- The acronym AIDA is also helpful to remember positive selling techniques.
 - Attention – gain attention
 - Interest – keep the customers interest by showing the features and benefits
 - Desire - explain how the features solve a customer’s direct need
 - Action – suggest an action
- Next ask the students to label a plain piece of paper with two columns titled positive techniques and negative techniques. Show the two video clips of salespeople and ask the students to list all the positive and negative techniques they observed in the videos.

Video clip #1 (negative example)

<http://www.youtube.com/watch?v=2VbX22w9qws&NR=1>

Video clip #2 (positive example)

<http://www.youtube.com/watch?v=NGOjFhKeLiU&feature=related>

Additional Standards and Content References

Voluntary National Content Standards in Economics:

- Standard #1 : Scarcity; Consumers, Wants
- Standard #2 : Decision Making; Benefit, Costs
- Standard #1 : Scarcity; Consumers, Wants
- Standard #2 : Decision Making; Benefit, Costs
- Standard #5 : Trade
- Standard #7 : Markets and Prices

Partnership for 21st Century Life Skills Concept:

- Learning and Innovation Skills > Communication and Collaboration

National Content Standards for Entrepreneurship Education:

- Business Functions > L. Marketing Management; Selling

Keystone Economic Principles™:

- For more information: http://infusionomics.com/wp-content/uploads/2010/06/Keystone_Cheat.pdf