

## How-to Write a Sales Speech

1. Choose a topic
2. Brainstorm what makes that topic so great. The areas that the typical sales speech focuses on are: history (there is sales strength in history and tradition), variety (types of products or services offered), superiority when compared to competitors, and charity or community involvement (what is the product/company doing that's "good"?)
3. Research these brainstorm areas and start to gather information. Sales speeches must have sources. Great places to start are: the company's website, consumer reports, the competitor's website, Wikipedia, google search with keywords such as "reasons to buy \_\_\_\_\_" which will link you to articles
4. Write a first draft!
5. Get revisions and suggestions from coach
6. Write final draft

\*\*\*\*Sales speeches do well, often, with some "puns." If this is not a familiar area or styling of writing for you, let the coach aid in adding these humorous parts. For instance, if you were selling an ice cream brand, you might talk about how your brand "melts" the competition.

Here is a link to an example of a sales speech:

<https://www.youtube.com/watch?v=2oy7xEJNX-M>