

Sample Sales Speech

Attention Getter

Shred, Carve, and Let it snow because there is nothing like the feeling that you get when you are just about ready to tear up the side of a mountain on a snowboard. There is always adrenaline pumping through your veins egging you on for the speed and excitement of going downhill.

Justification Statement

According to the National Ski and Snowboarders Retailers Association, 5.5 million people participated in this sport in 2007. ("The National Ski & Snowboard Retailers Association - Home." *The National Ski & Snowboard Retailers Association*. Web. 10 Apr. 2012. <<http://www.nssra.com/>>.) With participation like that, I am willing to project that everyone in this room as been out on the slopes or at least thought about it. Well if you have only admired from afar, now is the time to get involved.

Credibility Statement/Thesis

My gear is a key reason my snowboarding experiences are so positive. Burton's gear is the best on the market, providing you with the high quality equipment necessary to have a blast on the mountain. Just take a quote from Burton enthusiast Tom Ewbank, "After riding the Custom X last year I would have said that improving on it would have been next to impossible. It kicked out of turns like a Jackass on steroids and the grip on the slickest of hardback was mind blowing." (Ewbank, Tom. "Burton Snowboard Reviews." *Snowboard Reviews from Snowboard-Review.com*. Web. 10 Apr. 2012. <http://www.snowboard-review.com/snowboard_reviews/c/burton/>.)

Preview

On our first run, we better start on the bunny hill with the basics of Burton's History. Next, I'll school you, not just on the hill with my sick moves, but on the basics of the science behind my gear and the products they offer. After, we will go head to head with Burton's competitors, and see who makes it through the half-pipe in one piece. Lastly, we will carve through Burton's sweet charitable ventures.

Main Point 1 - History

The core concept of snowboarding evolved from a combination of skateboarding and surfing. Makes sense, right? Why can't us Midwesterners have fun too? Boarders and Surfers needed something to do in the snow. In fact, the sport we know and love today was originally called "snurfing." Quite simply put, snow surfing. The sport caught a wave, well a frozen one, so quickly that people all around started getting involved.

("Burton.com | Burton Snowboards." *Burton.com*. Web. 10 Apr. 2012. <<http://www.burton.com>>.)

In fact, in 1979 the first ever World Snurfing Championship took place right here in Michigan at Pando Winter Sports Park near Grand Rapids.

While Snurfing was catching some big air across the country, Jake Burton Carpenter, a 23 year old from Virginia, founded Burton Snowboarding Company in 1977. His designs were revolutionary and even controversial to the more conservative "snurfers" at the time. But it was the Jake's risks that pushed the envelope and created the sport as we know it today. In 2008, the ever-growing snowboard equipment industry grossed \$487 million. Burton had, depending on the category, 40-70% of these sales. Obviously, they are doing something right. ("TheHistoryOf.net." *The History of Snowboarding* â€œFrom Garages to the Olympics. Web. 10 Apr. 2012. <<http://www.thehistoryof.net/history-of-snowboarding.html>>.)

Transition

Before we make our own boarding history we need to find out, which kind of Burton board is right for you?

Well, without getting too technical, we need to go through the basic science of the board.

Main Point 2 – Science/Variety

When it comes to your board, you have three choices: The Camber, The Rocker, and the Hybrid. Burton considers their camber boards to be “an advocate of power, pop, and precision. It offers an upside down u shape that helps to evenly distribute your weight over the whole board. Rocker boards play around with the bend of the board and favor the weight on the edges in order to help you with the most difficult terrain and free style tricks. The Springloaded Hybrid models combine the zig-zag shapes of the rocker boards with the camber stability under your feet so that you get the best of both worlds. ("Burton.com | Burton Snowboards." *Burton.com*. Web. 10 Apr. 2012. <<http://www.burton.com>>.) Picking out a board is a personal experience that must be your own. Is your head spinning yet?

Keep in mind, becoming a snowboarder is a process, but it is a process that is achievable by anyone. This is why Burton has specific Learn-to-Ride gear that is ideal for inexperienced riders. If you really are interested in shredding up the mountain, find a resort that offers Burton Learn-to-ride programs complete with gear and lessons.

Perhaps the best part of Burton’s products is not just their commitment to great technical quality, but their stunning visual offerings. Flipping through a Burton catalog is like being at an art museum. The colors and designs found on their boards are always mind blowing, original and different. It doesn’t matter your age or gender, Burton has a board for you. They are committed to making your purchasing experience as effortless as possible; let’s leave the hard stuff for the hill. Check out their “which board is right for me?” for some further guidance.

Transition

Now that you know a little about Burton's variety, let's see what pushes Burton ahead in today's snowboarding race.

Main Point 3 - Competition

When looking to purchase equipment, consider price, variety, and quality. To start off the race, let's take a look at the price. Burton boards range from \$250 to \$500. DC averages around \$350. Morrow comes in at the lowest price of \$200-\$300 a board. It may seem like Burton starts out slow, but they still have a few tricks left to throw. ("Burton.com | Burton Snowboards." *Burton.com*. Web. 10 Apr. 2012. <<http://www.burton.com>>.) Remember, buying a board is making an investment, you only want the best. That brings us to quality. DC boards have faced some harsh critiques. "I came back after 3 months with a cracked, de-laminating snowboard," one user commented in a snowboarding review (Coldsleepshred. "De-Laminating/ Cracked DC MLF Snowboard." *Cold, Sleep, Shred*. Web. 10 Apr. 2012. <<http://codesleepshred.com/de-laminating-cracked-dc-mlf-snowboard/>>.) According to a review on Morrow, "morrow boards are really good beginner boards. If you are at a more advanced level, you should probably take your money elsewhere." ("Morrow Snowboards | Reviews by OutdoorEquipment.com." *OutdoorEquipment.com: The Best Guide for Unbiased Outdoor Gear Reviews*. Web. 10 Apr. 2012. <<http://www.outdoorequipment.com/morrow-snowboards/>>.) I don't know about you, but I would want to invest in a board that will grow with me, not one I will outgrow. According to Burton reviews, "the quality, durability, and effectiveness is unsurpassed." (Miles, Christopher. "Burton Snowboard Reviews." *Yelp*. Web. 10 Apr. 2012. <<http://www.yelp.com/biz/burton-snowboard-wrentham>>.) This certainly pushes Burton ahead while leaving DC and Morrow trapped in the moguls. When it comes to variety, Burton boasts 59 different boards built to any type of rider. DC only offers 9 and Morrow, 10. What really makes DC and Morrow eat snow is Burton's "extra stuff." The Burton Academy was built to make

anyone a stellar boarder with the motto "A Day in the Good Life." Burton is encouraging a lifestyle. Now how's that for winning a race?

Transition

Before we turn into the lodge for some cocoa, we will look at how Burton is giving back.

Main Point 4 - Charity

Their Program Chill is designed to help underprivileged youth. It was founded in 1995 by both Jake and his wife Donna to provide "at risk" kids from the ages of 10-18 with the opportunity to build self-esteem and learn through snowboarding.

With a six-week program that provides over 1000 kids each year with the gear, lift tickets, lessons, and transportation to the slopes necessary the program helps them look beyond the present towards positive alternatives and their future. Since the beginning of the program, Chill has been able to positively impact over 17,500 at-risk kids. ("About Us." *Home*. Web. 10 Apr. 2012.

<<http://www.burton.com/Home/chill,default,pg.html>>.)

Clearly Burton snowboarding gear is the way to go when looking to have a stellar time out on the slopes. Burton boards are available online through their company website, [Burton.com](http://www.burton.com). Burton boards can be found at chains such as REI or Dick's sporting goods as well as most local winter sport shops.

Review

Today, we were able to breeze through the history of Jake Burton and his company, snap through the science beneath the snowboard, shred the competition to pieces, and appreciate strives Burton has made to give back.

Tie-Back

Snowboarding is versatile. Any type of person can be a part of this sport, all it takes is a little ambition, self-discipline, and some really great gear. – Just remember: Let it Snow.

<http://www.burton.com/Home/chill,default,pg.html>

<http://www.yelp.com/biz/burton-snowboard-wrentham>

<http://www.outdoorequipment.com/morrow-snowboards/>

<http://codesleepshred.com/de-laminating-cracked-dc-mlf-snowboard/>

<http://www.burton.com>

<http://www.thehistoryof.net/history-of-snowboarding.html>

http://www.snowboard-review.com/snowboard_reviews/c/burton/

<http://www.nssra.com/>