

Sales Speech Outline

Attention Getter

This is the opening of your speech. This should be something that grabs the audience's attention. This could be a quotation, a story, a stunning statistic. Sometimes people utilize humor or shocking fact to grab the attention. Be creative! Obviously, what you open with should pertain to your topic. Does it have a popular ad slogan? Where do we use it most, is there a story that could go along with it?

Justification Statement

This is a sentence or two that justifies to your audience why they should care about your product. Think of your audience, the range of gender, age, race, etc. How can you market your product to EVERYONE? Why do we need it? Sometimes a statistic helps here. For example, if you were selling Coke, you could give a statistic about how much pop Americans consume in a year, so why not drink the best? (Just an example)

Creditability Statement

This statement goes hand in hand with your Justification Statement. This statement backs up your Justification Statement. If you claim everyone needs your product, this statement is a statistic or source that helps prove your assertion. For example, Consumer Reports rated Coke the number one brand of soft drinks in 2011.

Thesis

This is your topic sentence for your speech. Your thesis should state your purpose. It should state what you are selling and make a claim that it is the product everyone should choose.

Preview

Here is where you outline what you will be talking about in your speech for the audience. First, second, third points, etc should be laid out in sentence form so that the audience has a preview of when you will discuss what.

Transition 1

A sentence where you transition into your first point, introduce it here.

Main Point 1

There is no rule for what the first point should be. Standard or "normal" first points could be: history of your product, or description of what your product is, if the topic warrants this type of description. If history, the history analysis should serve to highlight landmarks in the company's history and introduce the audience to how your product came about, why, and establish brand loyalty.

Transition 2

A sentence where you state what you just went over and transition into your second point.

Main Point 2

Again, there is no rule for what the second point should be. This is completely dictated by what your topic is. Try to establish what the important categories of your product are. Popular choices are variety, how it works, etc.

Transition 3

A sentence where you state what you just went over and transition into your third point.

Main Point 3

Again, there is no rule for what the third point should be. Sometimes there is a fourth point, and sometimes there is not. Popular choices for third and fourth points are competition and charity involvement. If you have a point on competition, this is where you compare your product to its competitors by choosing a method of analysis (price, variety, health, availability), and show that your product is on top. If you have a point on charity, you strengthen your case for your product by highlighting its commitment to charitable ventures by highlighting causes that it has been involved with.

Transition 4

A sentence where you state what you just went over and transition into your fourth point.

Main Point 4

See above, Main Point 3

Review

Here you essentially restate your preview and restate all of the points that you went over.

Thesis

Restate exactly (or reword if you want) your thesis statement

Tie-Back

This is the conclusion of your speech. Any lasting impressions you want to give should be here. The Tie-Back should also relate to whatever your attention getter was.

REMEMBER

You need to have sources and research for your speech. A works cited page in proper MLA format is also required. The suggested number of sources is 6-8, depending on the length of your speech.