

The 60 Second Personal Introduction & Sales Pitch

INTENT: We all need to get to know each other and practice our public speaking, so on the very first day you will be asked to give a 60 second personal introduction and sales pitch. The idea is to combine a few basics about yourself with two key reasons why a sales organization would be interested in you and back this up with concrete / quantifiable examples.

GRADING: This assignment is worth 20 points and 10 points will be awarded based on a strong structure and organization and 10 points will be awarded for a great delivery and a bit of creativity. Use the flow chart below to help you craft a great pitch and then practice it multiple times so you can deliver it without major notes.

Put your content & personality into this structure!

Introduction	Introduce name, where you are from, relevant personal background and the highlights of your work & school career "I am Jim Eckert, I live in Kalamazoo, and I am one of the founders of the SBM Program. I also own a sales training company called Partnerbuilding. I have a beautiful wife and daughter, a PhD from MSU and I love to ski, sail, cycle, and use power tools."		
Personal Pitch	FRAME	Create theme and wording to help us all remember you from <i>"I would be a great addition to a sales organization because I know how to juggle and shake hands and kiss babies with the best of them"</i>	
	EXECUTE	Offer Value Point 1	<i>"I can juggle many tasks and do so successfully"</i>
		Back up Value Point 1 with a concrete / quantifiable example	"In any given semester I teach multiple high work load classes, handle employer and alumni relations for the SBM Program, serve on various committees, work on research projects, international programs, and outside consulting, and do it all in a high energy and successful way."
		TRANSITION	
		Offer Value Point 2	<i>"besides juggling, I am also a great relationship builder"</i>
	Back up Value Point 2 with a quantifiable example	<i>"Through my efforts at joining together the students, faculty, alumni and employers of the SBM program I have taken the Program from 10 to 250 students and helped us rank as a top university sales program."</i>	
RECAP	Recap the main points and wrap up <i>"So once again, I am Jim Eckert and I would bring great relationship building and multi-tasking skills to a sales organization."</i>		

Note: If you speak my words (the ones in italics) it should take you almost exactly 60 seconds.

- NON-VERBALS:** Use good posture & demeanor, not too rigid, not too casual.
Move eye contact around room and use appropriate facial expressions (smile!)
Use hand gestures purposefully, not nervously
- VERBALS:** Speak with confidence & use plain English
Avoid Ums, Ers, You Know, Like and other such wasted words

Logistics:

- I will call on you randomly; you will stand and deliver your intro/pitch from where your seat is.
- You should finish within 60 seconds; you will be clapped down after 65 seconds.
- You should not be using notes in any significant way. 4-5 key words are all you should have.
- When not speaking you should be paying rapt attention to your classmates, not practicing your pitch. Students who do not show such respect to their classmates will lose 50% of the assignment points and will be called out in an embarrassing way!