



Sell - a - Thon

Entrepreneur! Make Every Word Count.

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Whether you are trying to raise money from angel investors and venture capitalists for your business or trying to convince a customer to buy your products, a solid pitch is an essential tool for achieving your goals.

When delivering your pitch, the goal is to be short and snappy to entice your would-be prospect to want to know more about your business.

It can be one of the simplest yet most powerful marketing tools.

The pitch goes beyond sharing what it is you do. Instead, the goal is to intrigue your lead so that they want to know more.

So, instead of saying, "I'm a virtual assistant," you might say, "I help busy small business owners get more done, in less time, to earn more profits."

Any small business owners who heard that would likely want to know how they could earn more by doing less!

What is Sell-a-Thon?

In this activity, participants have to give an elevator pitch deck of a product of their choice, from the category assigned to them. An elevator pitch deck is a short description of an idea, product, or company that explains the concept in a way such that any listener can understand it in a short per period. You should aim to convince the consumers that your product is something they need and will make their life easier. Think of it this way:

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You must work on creating a need for your product in the market or make the consumers believe that they require your product. Keep in mind that **you have to be creative with the way you choose to depict and advertise your product in front of the consumers and find a way to make an impact on them.**

The presentation should be interesting, memorable, and succinct. They also need to explain what makes you – or your organization, product, or idea – unique.

To make your pitch effective, think of these questions-

- What is your product?
- Is the product in demand, is it useful, and is it desired by the consumers? If yes, then why?
- What are the benefits of using your product? Does it satisfy the needs of the consumers?
- How is your product better than any of your competitors?
- Why do consumers need your products?

SELL
THE PROBLEM
YOU SOLVE,
NOT
THE
PRODUCT.

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PROCEDURE:

- The participants will be assigned a category in which they will have to select a product or service themselves. The category will be assigned to each participant one hour before presenting, in the same order as that of presenting.
- The participant needs to cover every aspect of the product (details of the product, price, usage, effectiveness, feasibility, etc.) while presenting it in front of the judges who will personate as their customers. The participant can use various ways to attract and interest consumers.
- Following the presentation, there will be a question-answer round. Each participant must answer one question per judge who will be the potential consumer.



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GUIDELINES FOR THE EVENT

- The event is open to students of grades 10, 11, and 12.
- Number of participants: 1
- Each participant will get 90 seconds to present their pitch. On exceeding the time limit, marks will be deducted.
- The participants must enter the meeting by the allotted time. No entry will be permitted after this time.
- The participants must remain in the meeting for the whole event.
- The participants must keep their microphones and videos enabled when it is their turn. At all other times, microphones should be muted.
- **The evaluation will be based on the following criteria:**
 1. Idea and Creativity
 2. Presentation
 3. Question-Answer Round
 4. Convincing power
 5. Cost efficiency