

## Delivering Effective Business Presentations



## Assignment 12

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# Making an Effective Pitch for an Original Idea

*This assignment has four parts.*

### Deadlines

<b>Part 1 Outline:</b>	9:00 AM Wednesday, Dec 1	<b>Value: 40 pts.</b>
<b>Part 2 Leave-Behind:</b>	9:00 AM Wednesday, Dec 1	<b>Value: 40 pts.</b>
<b>Part 4 Delivery of Proposal:</b>	To be scheduled during Week of Dec 6	<b>Value: 80 pts.</b>

### Scenario

After reading the Wilder report about *Minnesota Business and Homelessness* you've decided to become an advocate. (The report is posted on the class website.) You believe there are things that your company can do for the homeless by rallying its employees to action!

You were inspired by the examples and recommended actions presented in the report and have decided to make a proposal to your boss, the company's owner, in an attempt to gain his support for sponsoring a company-wide activity.

You know that you'll make the proposal in-person **but need a written document (a single page only) to leave with the owner, after the pitch.**

The purpose of a leave-behind document (sometimes called a take-away document) is to serve as a reference after you've delivered an oral pitch. It should refresh the reader's memory about the **need, recommended action, benefits, and types of costs** attached to your proposal.

It should contain a few more supplemental facts or details that add **credibility** and **salability** to your proposal.

### You plan to:

1. Get the owner on-board about your idea to respond company-wide to the homeless problems in Minnesota.
2. Recommend a specific company-wide activity that will involve company employees in an event or activity of benefit to the homeless.
3. Leave information with the boss (a leave-behind document) that will provide additional details that prompt him towards further action.

**Directions**

**Part 1** Begin by identifying the following items that will comprise the components of your proposal. Develop a tentative plan by keying short answers into the following table. (I've posted a blank one on the class website.)

- ⇒ Save this document as **Your Name Tentative Plan**.
- ⇒ Upload this document to the **Tentative Plan** D2L drop box.

Part 1: Tentative Plan	Details:
What type of company is this? ⇒ Provide enough details so that your instructor can play the role of owner.	
What problem are you trying to fix? ⇒ What aspect of homelessness is to be focused upon? ⇒ Why is this aspect important?	
How is the homeless problem connected to your business? ⇒ Why is the homeless issue a good fit with your company's goodwill/community involvement activities?	
What are you proposing? ⇒ What company-wide activity will help resolve the problem?	
What is the benefit to doing this? ⇒ What benefit(s) to the company can be derived from committing employee resources to this issue?	
What is the potential cost? ⇒ It's too early to project actual costs, but what <i>types</i> of expenses would be incurred by the company? Categories of possible expenses include: volunteer time during the workday, facility use, provision of materials and supplies, cost of promotional items, etc.	
What are the biggest company obstacles to implementing your proposal? ⇒ What objections may the owner make to this proposal?	

<p>How can the anticipated obstacles be overcome so that this proposal can be implemented?</p> <p>⇒ What answers may be used as counterarguments to the anticipated objections?</p>	
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**Part 2** Prepare a leave-behind document.

Create the document you plan to leave behind with the company owner, after you deliver your pitch.

- ✓ This document should be limited to one page.
- ✓ It should be formatted professionally, with excellent use of white space, content headings, bullets, graphics and maybe even a table, chart or graph.
- ✓ It should refresh the reader's memory about the need, recommended action, benefits, and types of costs attached to your proposal.
- ✓ It should contain a few more supplemental facts or details that add credibility and salability to your proposal.

- ⇒ Name this document **Your Name Leave Behind**.
- ⇒ Upload this document to the **Leave Behind** D2L drop box.

**Part 3** Prepare a pitch.

Plan a pitch for your proposal that can be delivered in under five minutes.

1. Identify the problem
2. Relate the problem to the company
3. State your proposed idea (a.k.a. the solution)
4. Identify the benefits your idea offers to the company
5. Identify the types of possible costs
6. Ask for the owner's initial feedback

**Part 4** Deliver your pitch.

Practice your pitch. Then deliver it to your instructor via Skype on **a date during the week of December 6**.

- ⇒ The sign-up is in a related D2L Discussion Forum