



BIZ KID\$

Episode 122: Sell, Sell, Sell (The Science of Sales)

Episode 122 Synopsis:

All sales are final. Join the Biz Kid\$ in sales training as they explore philosophy and sales techniques. Discover the traits common to all good salespeople. You'll meet several entrepreneurs who demonstrate superior sales skills!

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Biz Kid\$ Curriculum Package #122

BIZ KID\$



BIZ TERMS

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1. active listener
2. client
3. competition
4. confidence
5. customer relations
6. expectations
7. feedback
8. first impression
9. investment
10. knowledgeable
11. passionate
12. proactive
13. product
14. relationships
15. timing

Suggestions for using Biz Terms include:

- Have students research and write dictionary definitions.
- Discuss the use of these terms in the episode of "Biz Kid\$".
- Have students construct sentences using these terms.
- Have students write paragraphs, stories, dialogs, "raps", or lyrics.



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Equipment/Materials/Prep needed:

Day One and Day Two:

- TV or projection system
- DVD player
- DVD of Episode 122

Day Two only:

- Student copies of the "Family Activity Sheet".
- Student copies of the "Biz Terms" Sheet.
- Paper, pens, pencils, color markers, and highlighters for students making ads and posters.
- Computers for students to explore web sites listed.
- Guest speaker to be greeted and directed to the correct location for the session.

Preparation:

- Check to be sure needed equipment is available and operational prior to the sessions.
- Gather listed materials.
- Make an appropriate number of copies of the "Biz Terms" Sheet and the "Family Activity Sheet".
- Invite guest speaker from the local community regarding fraud and how to prevent being scammed.



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Day One

Previewing Questions:

Day One Introduction

Welcome students/youth to **"Biz Kid\$"** and introduce yourself, giving your name and job title.

Explain that **"Biz Kid\$"** is a program to help people become financially educated, learn work-readiness skills, and to even become entrepreneurs...Biz Kids!!! They can view the program **"Biz Kid\$"** with their families on Public Television stations all over the country, and also participate by using the **"Biz Kids"** web site. Today, they get to see an episode with you.

Today's pre-viewing questions:

How many of you have experienced being in a store where a salesperson attempted to assist you?

Did any salesperson ever attempt to sell you something that you, as a consumer, didn't want? Think about perfume counters in department stores...

How did you feel when this happened to you?

Allow a few minutes for the students to respond and share their experiences.



Next, ask the students if they have ever been helped by a salesperson that was able to suggest a product that truly met their needs. Have the students describe what made that salesperson particularly helpful.

Record student responses on a blank overhead transparency or on large chart paper for reference later.

We're about to see an episode of "**Biz Kid\$**" that will show you different techniques people use in being successful or not-so-successful salespeople. Stay tuned and we'll talk more after the show.

Show Episode 122: "Sell, Sell, Sell"

Activity to follow viewing the program together:

Display the OHP Transparency listing students' descriptions of the qualities of helpful salespeople made prior to viewing the episode.

Now that you've seen the video, are there any ideas missing from your list? If so, add those qualities to the class list.

The list should include these qualities:

- Confident
- Friendly
- Well-spoken
- Knowledgeable
- Personable
- Thorough



1. Invite two students to volunteer to role play the parts of a good salesperson and a bad salesperson.
2. Then invite another student to play the part of the potential customer.

Provide the "salespeople" with an item, such as a video game, a CD, or a box of cookies, to use as the product.

Remind the salespeople that they should tell about the product and why the customer would want to buy it.

Allow about five minutes for the students to role play. *(This could be hilarious!)*

Then have the class vote on which salesperson goes to the **"Sale Zone"** and which one goes to the **"No Sales Zone"**.

Remind students to be aware of attempts to sell things to them, particularly ads shown on TV. There is more to come in the next session!

Thank them for their attention and participation.



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Day Two

Day Two Introduction

Play part of the theme music for "Biz Kid\$" from the episode intro to motivate and engage the students. Then stop the music, welcome the students/youth to today's session, and introduce yourself.

Review and Connect with the Previous Session

Does anyone here need a few Lobster Roaches for their pet reptile or amphibian? You've got to admit that it's hard to forget **Kenny**, the Biz Kid who breeds and sells those crawly bugs! His business plan calls for raising Leopard Geckos to add to his inventory. He emphasized excellent customer service and maintaining accurate records.

You met **Alex**, the top Girl Scout Cookie Salesgirl for four years, who shared some of her sales techniques with us.

Jessica works to build long-term relationships with her customers. She does web hosting and design, and social networking. She advised that asking for the sale is crucial!

Robin, the author and career counselor, told you that you've got to make a good first impression. You get one chance to do that!



Austen sold goods on the Internet after bargaining for them at garage sales. Positive feedback from customers builds future sales. He reminded us that charitable giving is part of being a Biz Kid, and he practices that by donating goods to local charities.

Can you think of some other adages or words of wisdom from the episode?

Call on students volunteering responses, and record their answers on a blank OHP Transparency.

Other bits of good advice for selling products or services included:

- Customers need information, not attitude!
- Believe in yourself!
- High-pressure, pushy sales techniques don't work in the information age.
- It pays to do the right thing!
- Timing is important!
- Be passionate about what you're selling.

Activity

Point out that one of the most important qualities that a salesperson can have is the ability to be an active listener, or someone who listens attentively to his or her audience to improve mutual understanding.

Explain that during this activity, the students will work to improve their skills as active listeners, so that they will be able to better communicate with others.

- ✓ Invite two student volunteers to come to the front of the classroom.
- ✓ Ask one student to be the speaker and the other student to listen to the speaker.
- ✓ Direct the rest of the students to observe the actions of the listener.



- ✓ Provide the speaker with an assortment of objects found in the classroom that he or she will try to sell.
- ✓ Direct the speaker to attempt to sell one of the classroom objects to the listener.

After the student demonstration, ask the class if they felt that the listener was really listening to the speaker.

If so, what did the listener do to show that he or she was listening?

This may be difficult for the students, so be prepared to ask the following:

- How was the listener's body positioned as the speaker made the sales pitch?
- What facial expressions did the listener exhibit?
- Did the listener look at or away from the speaker?
- Did the listener ask questions to determine what item would meet his or her needs?

Remind students that active listening is more than just hearing the words a person is saying.

Active listening involves giving the speaker your full attention, and showing that you understand and are interested in what the speaker is saying.

Active listening also means that the listener is not distracted by outside influences.

Ask the students to think about what types of things can become distractions during a conversation.



Some distractions might include:

- Sounds, including music or other conversations.
- Visual distractions, including people walking by or cars passing.
- Cell phones

Explain that another part of active listening is **response**.

Ask the students if they can think of ways that people can demonstrate that they are paying attention through their responses.

Some ways to demonstrate active listening are to:

- Respond when the speaker asks questions.
- Ask questions of the speaker to build understanding.
- Restate what the speaker has told you.
- Provide feedback based on your experiences.

Display a copy of the "Active Listening Rubric Overhead Transparency."

Tell students that they will receive their own copy of the rubric.

Ask the students why it might be important in business to demonstrate active listening.

Responses should reflect that:

- The customer will feel that he or she is being respected.
- The customer will feel that the salesperson understands his or her needs.
- The salesperson will be able to help the customer find exactly the right product for his or her needs.
- A satisfied customer means repeat business.



Summary and Review

Distribute a copy of the **"Family Activity Sheet"** and the **"Biz Terms Sheet"** to each student.

Thank students for their attention and good listening!



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Family Activity Sheet

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Family Activities:

Is your child an entrepreneur in the making? Help him or her practice sales techniques by reviewing together **www.entrepreneur.com's *Ten Laws of Sales Success* at**

www.entrepreneur.com/sales/tipsfromexperts/article65984.html.

Join your child as he or she sells items for a school or an organization fundraiser (***such as cookie or magazine sales***). Suggest that your child try using different sales techniques (***listening to the customer versus talking at the customer, looking at the customer versus no eye contact***) and see what types of reactions he or she receives.

Perhaps your child would enjoy reading ***Beyond the Lemonade Stand*** by Bill Rancic. The book provides useful tips about being the best possible young salesperson out there!

Explore other books on the topic of sales with your child at your local public library.