Unit: Agritourism

***Lesson: Agritourism Sales Pitch***

**Directions:** Utilizing the agritourism business idea from the worksheet titled “Starting your own Agritourism Business,” create a three minute sales pitch. Utilize the resources located on the AgMRC website ([http://www.agmrc.org](http://www.agmrc.org/)). Click the *Business Development* link, then *Getting Prepared,* then *business skills,* then *presentation skills.* Your sales pitch should include the following…

1. What is your company?
2. What does your company provide?
3. Who do you provide it for?
4. Why do the consumers care?
5. How have you added value to your company?