Unit 1: Agritourism

Lesson 6: Agritourism Sales Pitch - Teacher’s Guide

Estimated Time for Completion – Approximately 2 class periods
Day 1 – Preparation, Day 2 – Presentations

Student Learning Objectives: As a result of this lesson the student will...
- Improve upon marketing abilities and salesmanship.
- Further presentation skills.

Students will prepare sales pitches for the agritourism business they developed in the lesson titled “Starting your own Agritourism business.” These sales pitches could be presented to the whole class, or in peer-review groups. Presenting to the whole class will allow every student to see more examples, but presenting in smaller peer-review groups will allow for more time to receive feedback.

The teacher could consider making it a class competition and set it up like a tournament bracket. Have groups share their pitches in 4 smaller peer-review groups. Then within the small peer-review group, they need to decide which sales pitch to send on to the next round. The next round will be the semi-finals, where the best pitches from round one competes against another group’s best. There should be two head to head matches taking place. In the final round, the remaining two pitches will present to the whole class to vote on the overall winner.

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). 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?