Persuasive Speaking
Project Speech Guidelines

*The Effective Salesperson (8 – 12 minutes)*

This project consists of five parts. First, before the Club meeting, select a partner and together, choose a scenario to role play for three to five minutes. You will play the part of the salesperson, selling a low-cost product of your choice in a store following the process described. Your partner will play the role of a prospective buyer. Perhaps you are selling coffee makers, tools, or toys. Do not rehearse. Be sure to read about role plays in the appendix of the Persuasive Speaking manual and make sure your partner does, too.

Next, for your presentation, you will present a three-to-four minute speech about the persuasive process used in sales. This will help your audience to better understand the presentation’s objectives and evaluate the presentation. Then, briefly introduce the scenario you have chosen to role play and your partner. Finally, enact the three-to-five minute scene with your partner.

You will conclude with a short (two-to-three minutes), informal discussion with your partner and your audience about the persuasive process that took place. You may want to ask what you could say or do differently to be more effective and other similar questions.

*Conquering the “Cold Call” (10 to 14 minutes)*

This project consists of five parts. First, before the Club meeting, select a partner and together, choose a scenario to role play for five to seven minutes. You will play the part of the salesperson making a “cold call,” selling an expensive product of your choice. Perhaps you are selling office equipment or a maintenance service, exercise equipment or security systems. If possible, you may want to have brochures or other literature to refer to and give to the prospective buyer. Do not rehearse. Be sure to read about role plays in the appendix of the Persuasive Speaking manual and make sure your partner does, too.

Next, for your presentation, you will present a three-to-four minute speech about the persuasive process used in “cold call” sales of expensive items. This will help your audience to better understand the presentation’s objectives and evaluate the presentation. Then, briefly introduce the scenario you have chosen to role play and your partner. Finally, enact the five-to-seven minute scene with your partner.

You will conclude with a short (two-to-three minutes), informal discussion with your partner and your audience about the persuasive process that took place. You may want to ask what you could say or do differently to be more effective and other similar questions.
**The Winning Proposal (5 to 7 minutes)**

Using material drawn from your profession or other interests, design and present a five-to-seven minute proposal that advocates an idea or course of action which you would like a group of people to accept. If you wish your fellow Toastmaster members to assume a role, have the Toastmaster explain the role in advance. Follow the process described in the Persuasive Speaking manual as you prepare and present your proposal.

**Addressing the Opposition (7 – 9 minutes for speech, 2 – 3 minutes Q/A)**

For this project, prepare, rehearse and deliver a seven-to-nine minute speech to persuade an audience to accept or at least consider your side of a controversial issue or subject following the recommendations provided. Select a generally unpopular point of view to ensure your audience will be opposed to it. After your speech, field questions from the audience for two to three minutes.

**The Persuasive Leader (6 – 8 minutes)**

For this project, select a vision and mission of your choice. Then prepare, rehearse, and deliver a six-to-eight minute speech designed to communicate the vision and mission to your audience and persuade them to join you in making the vision and mission reality. Use all of the skills you have learned to make your presentation powerful. If you wish your audience to assume a role, have the Toastmaster explain the role in advance.