

Name:

Date:

Class:

Mastering Persuasive Communication

Use the pitch structure template shown in Figure 17-15 to construct a persuasive pitch for your new healthy snack for children. Enter the script for your pitch in the far-right column in the following table. Remember, you must utilize a variety of persuasion techniques to influence the CEO of PepsiCo to produce, market, and distribute your product nationwide as a new brand in the PepsiCo product portfolio. The pitch deck you create will be used as visual while delivering your pitch using this script.

Pitch Structure Template

Steps	Content Suggestions	Script
Make an attention-getting introduction	<ul style="list-style-type: none"> • Use pathos (storytelling technique) to persuade others. • Hold to 30 seconds or less. 	Answer:
Describe the Problem	<ul style="list-style-type: none"> • Explain key points of the problem. • Use logos (provide evidence and reasoning) to persuade others. • Use credible sources. • Use analogies when appropriate. 	Answer:
Present the Solution	<ul style="list-style-type: none"> • Explain key points of the solution. • If the solution is a product, provide features and benefits and a value proposition. 	Answer:
Make a call to action	<ul style="list-style-type: none"> • Briefly remind the audience of the 	Answer:

Steps	Content Suggestions	Script
	<p>emotional connection made in the introduction.</p> <ul style="list-style-type: none">• Summarize key points of the solution.• State the call to action.• Thank the audience.	