# Entrepreneurship

## LAP 13 – Promotional Strategy - Sales

Name _____

Period _____

Date Started _____

Date Completed _____

**DoDEA Standards**

**♦PT1a** Prepare to become entrepreneurs by drawing from their general understanding of all aspects of business

**♦PT2a** Engage in higher order thinking and will apply problem-solving strategies in purposeful ways, both in situations where the problem and desirable solutions are clearly evident and in situations requiring a creative approach to achieve an outcome

**♦PT5d** Manage and direct one's own learning

**Objectives**
♦Discuss and apply the essentials of product knowledge to buying motives
♦Identify and evaluate a variety of motivational techniques

**Resource**
Entrepreneurship and Small Business Management
Workbook
The Best of Young Entrepreneurs – Activity 13

**Time Frame** 5 hours

**Introduction** Have you ever said, "I'll never go back to that store!" because the people working there treated you badly?

**Assignments**

**Where appropriate and possible, written answers must be in complete sentences and keyed.**

**Turn in completed activities as directed by instructor.**

_____ **Read** pp. 216-223

_____ **Complete** p. 223 Reviewing Key Terms Questions 1 and 3

_____ **Complete** **Activity A**
Choose an item you would like to sell
Prepare a PowerPoint presentation demonstrating your Product Knowledge at all three levels

_____ **Complete** p. 223 Extension Lab- Speaking and Listening
This activity can be done as role-playing or as a PowerPoint presentation
See your instructor.

_____ **Complete** pp. 230-231 Think Critically Questions 1 and 2

_____ **Read** pp. 224-229

_____ **Complete** p. 231 Link School to Career (OMIT the interview technique)
If you are not working (or if you prefer), observe and note the techniques to motivate students used by two teachers (Do NOT identify them by name or class).

_____ **Complete** Workbook pp. 162-163 Activity 2
p. 164, 165, 166

_____ **Complete** The Best of Young Entrepreneurs – Activity 13 – pp. 29-30

**Self Assessment - "I/I can . . . "**

_____ Discuss and apply the essentials of product knowledge to buying motives

_____ Identify and evaluate a variety of motivational techniques