**Cereal Name**

**Cereal Box Project – Sales Pitch**

*2 minute sales pitch to present new cereal design and marketing proposal*

**Introduction**

1. Capture your audience’s attention with a quote, anecdote, or personal experience
2. Build up to your case or the main reason for your speech

**Body**: Summarize the main idea of your sales pitch.  Quickly state your three main points

1. First Main Point
2. Supporting Detail 1
3. Supporting Detail 2
4. Supporting Detail 3
5. Second Main Point
6. Supporting Detail 1
7. Supporting Detail 2
8. Supporting Detail 3
9. Third Main Point
10. Supporting Detail 1
11. Supporting Detail 2
12. Supporting Detail 3

**Conclusion**

1. Restate your three main points
2. First Main Point
3. Second Main Point
4. Third Main Point
5. Summarize the ideas you’ve presented
6. Return to your introduction or conclude with a compelling remark