Outline for Final Sales Presentation

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Introduction

Attention Getter: How many of you have office hours that conflict with other classes?

Preview: In this presentation I’m going to discuss how students can be more open to new learning possibilities to their convenience through an app called iTutorU.

Thesis: Through an analysis of decreasing graduation rates, I will argue/demonstrate another way to save your grades and put the money you’re spending on school to good use.

Body

1) Need (Topic Sentence/Transition)
   a. Point 1: Students are not using the resources that are open to them within their university
      i. Example: Some office hours are scheduled during they’re other classes
      ii. Quote/Paraphrase from Cited Source to Substantiate Example
   b. Point 2: Why is this problem or opportunity important?
      i. Students need help with they’re subjects
   c. Point 3: Describe the problem and demonstrate a need for change; why is this a problem that needs to be solved or opportunity to be capitalized upon?
      i. Example (quote/paraphrase if needed)
   d. Point 4: Make a convincing demonstration of how the need/opportunity directly affects your audience.
      i. Example (quote/paraphrase if needed)

   Internal Summary Body Paragraph 1

2) Satisfaction (Topic Sentence/Transition)
   a. Point 1: What is a practical solution to the need that satisfies the problem?
      i. App through the school where you can choose your subject and a time that will assign you a peer tutor to teach you required material
      ii. Quote/Paraphrase from Cited Source to Substantiate Example
   b. Point 2: Show your audience how your solution will work. Give actual examples of how this plan has worked effectively, or will work effectively.
      i. Choose your subject
      ii. Choose your time
      iii. Benefits to tutor- Attitudes toward learning, own academic progress and motivation, leadership skills, future career decisions and training, satisfaction of helping other students succeed
iv. Benefits to student- Positive working relationship, non-threatening environment, safe environment for “dumb” questions, actively participate, multicultural setting, communicating techniques (formulating questions)

c. Point 3: Why this solution as opposed to other possible solutions?
   i. Convenient for students
   ii. Saves time (they can meet between classes,
   iii. Affordable price- or pay through IU account
   iv. Not intimidating
   v. Safer for students- environment wise

Internal Summary Body Paragraph 2

3) Visualization (Topic Sentence/Transition)
   a. Point 1: Describe conditions as they will be in the future if your proposed solution is not taken (Negative Visualization)
      i. Example
      ii. Quote/Paraphrase from Cited Source to Substantiate Example
   b. Point 2: Describe conditions as they will be in the future if your proposed solution is taken (Positive Visualization)
      i. Example (quote/paraphrase if needed)
   c. Point 3: Explain the financials, etc. that help the audience further visualize (positively or negatively) what is at stake if your proposed solution is taken or not
      i. Example (quote/paraphrase if needed)

Internal Summary Body Paragraph 3

Conclusion

1) Provide a summary of your presentation
2) Call to action as send-off:
   a. Describe what you need from the audience in order to fulfill the need
   b. Describe to your audience what it will receive in return (financial, reputation/branding, etc.)
Works Cited


http://collegecompletion.chronicle.com/state/#state=IN&sector=public_four