

## Be a Good Self-Promoter:

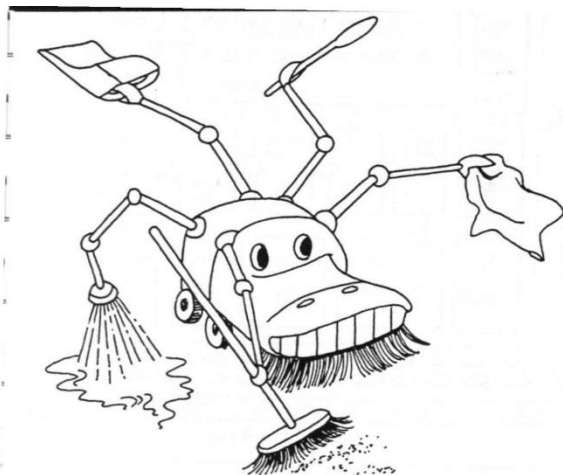
Activity	Resources	Time Assigned	Outcome
<b>Sales representatives</b>			
Divide the group into two equal parts : sales representatives and buyers		1 minute	Two equal groups of participants
Give out the cards of 3 machines to each sales representative and give them 5 minutes to write down what the user of each machine will be able to do/won't have to do, e.g. <i>You won't have to spend hours arranging your files in the office. You'll be able to speak fluent idiomatic English instantly.</i> etc. and give each machine a price (up to 1, 000 €)	Photocopies of the machine cards - 3 machine cards for each sales reps  <i>Resource: Advanced Communication Games by Jill Hadfield</i>	5 minutes	The sales representatives are prepared to "sell" their products
Simultaneously: Give the buyers five minutes to write down three everyday problems that they have. What would they like to be able to do? What would they like not to have to do any more? Tell the buyers that they each have 2,000€ to spend on machines to improve the quality of their lives.		5 minutes	The buyers have identified their needs (and dreams).
The sales representatives now start going round the room, offering their products to the buyers.  The object of the activity is for the buyers to obtain the machines they want and the sales representatives to sell all their machines.		10 to 20 minutes	The buyers have spent the 2,000 € to buy products that will have improved the quality of their lives.
Debriefing:  1. What were the most common needs of the buyers?		20 minutes	The participants have developed promotion skills and have gained an insight into understanding the needs of the customers.



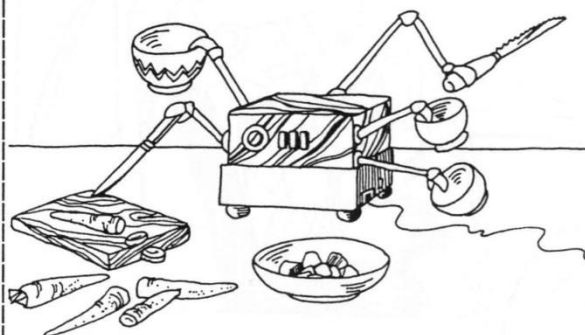
<p>2. Which strategies of the sales representatives worked? Which did not and why?</p> <p>3. How did the sales representatives decide about the price?</p> <p>4. Was for the buyers the price more important than the need to buy the machine?</p> <p>At the end, the situation is matched with real business market and the participants make a list 5 successful strategies to promote yourself (can be done in small groups or all participants together)</p>			
<b>Activity</b>	<b>Resources</b>	<b>Time Assigned</b>	<b>Outcome</b>
<b>Newspaper headline</b>			
Divide the participants into small groups of 3-4 people.			
Challenge each small group to invent a newspaper headline about your subject, e.g. Entrepreneurial idea.	Scrap paper and pens for working out the headlines.	15 minutes	
They should try to get across the key issue and draw people attention to their story. You can limit them to a maximum of ten words.	Flip chart paper and markers to write them up.		<p>Note:</p> <p>It helps groups to focus on key issues.</p> <p>The discussion leading up to the production of the headline is as important as the headline itself.</p>
Once they have worked out what the key information should be, and have devised their headline, they should write it up in large letters on flip chart paper and be prepared to shout it out like a newspaper seller.	Blue tac or masking tape to display them on the wall.		The headlines can be stuck on the wall to inspire further ideas and to help keep the focus on key issues.

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The Scrub'n'sweep Homecare Machine



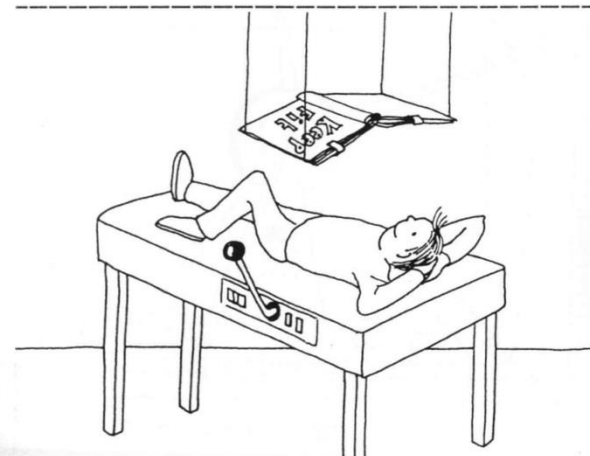
The Cordonbleu Haute Cuisine Machine



The Sleepyhead Wake-up Machine



The Hamlet Decision-maker

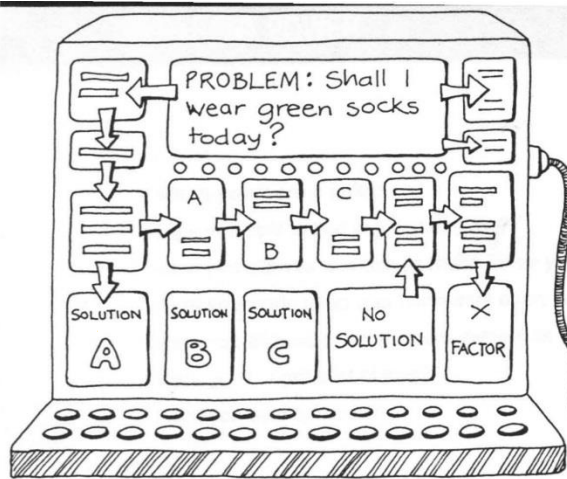


The Lazibones Keep-fit Machine

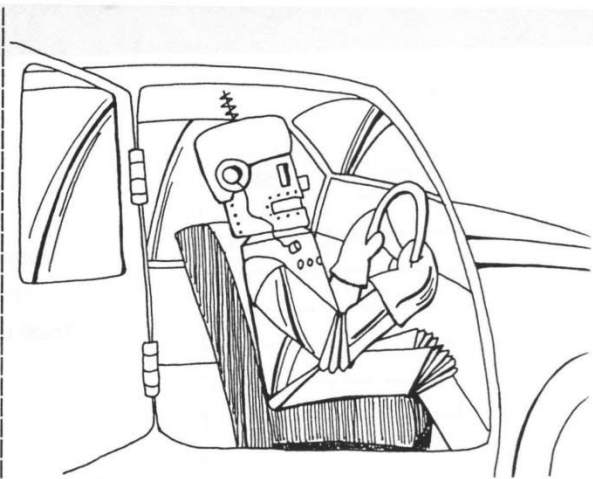


The Lexicon English Facilitator

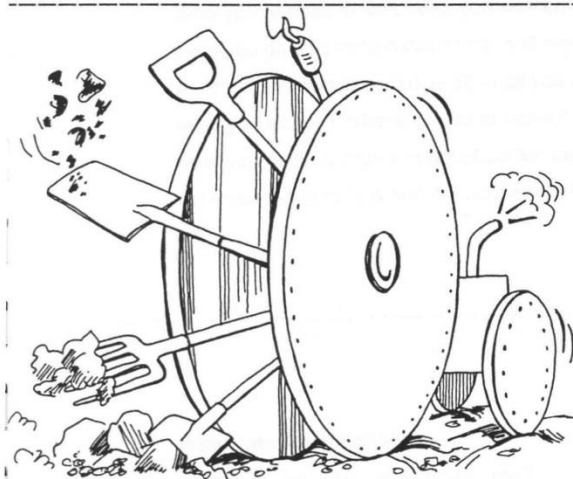




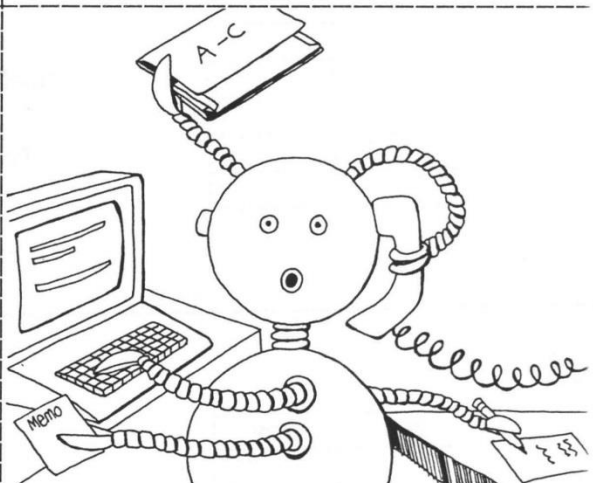
The Dilemmagon Problem Solver



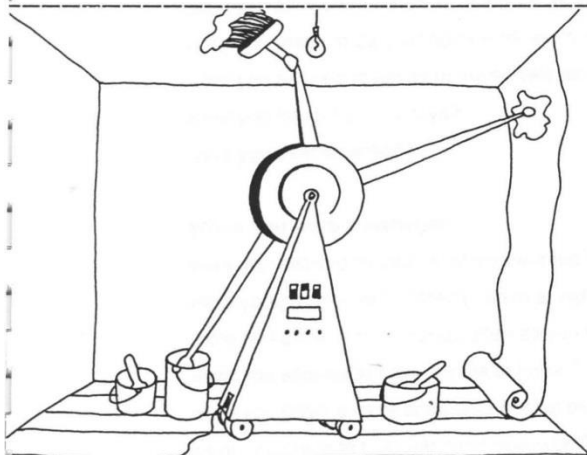
The Autochauffeur



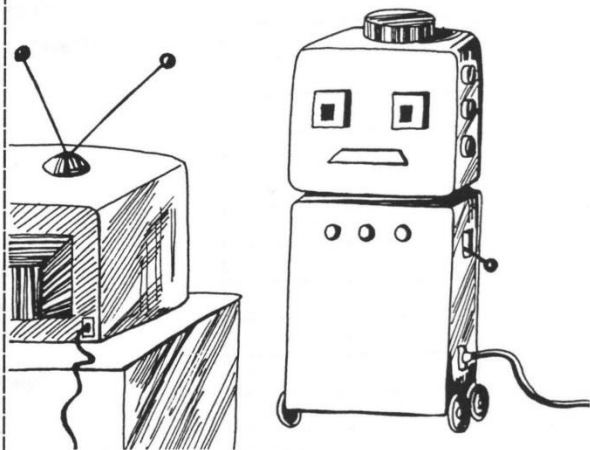
The Gardemate



The Officemate



The Jobmate Home Decorator



The Square-eye TV Watcher