









Making a Ricochet Sales Pitch






Remember, if you think of this like selling any other product, a good salesman is confident in his product – trust me there isn't another curriculum out there that does what our curriculum does. The only one close is the Points of Light Youth Leadership Institute and the cost to become a facilitator for that is over \$500 and then you have the price of the curriculum on top of it (I think another \$300). The only people who can deliver the curriculum are trained facilitators. We allow you to train others in using Ricochet. Besides – they (Points of Light Youth Leadership Institute) are on hiatus!

Ask good questions – and listen to the answers. Let the individual you are talking to tell you what s/he needs, is looking for in a leadership curriculum, or desires for youth to learn and experience. Be sure you understand the challenges or barriers being faced. Ask even more questions if you don't understand.

Talk not so much about the features of the curriculum (although I do think they are important), but about what the benefits are for the school/students/staff/organization/community. Some of the things youth have indicated that through RICOCHET they have learned:

-  How to be a leader
-  Anyone can be a leader
-  Being a leader is more difficult than it looks
-  People get stressed by totally different things
-  Leaders need to listen to other's ideas, not just their own
-  Helping the community or world is a lot of fun!

As a result of participating in RICOCHET, some of what youth have indicated they would do include:

-  To go do something good for the community
-  To be a better leader
-  Help lead my own 4-H group
-  Get younger people involved with leadership
-  Use it for the rest of my life

Follow-up! Just like a garden will never grow unless it is watered, be sure to follow up with this contact regularly. You are only a pest if you have no new information or are calling every day.

Dangle out a carrot – or give your contact something for nothing. What I mean is demonstrate an activity – like take the gyro ring and talk about how we use unusual toys to grab the attention of middle school students and provide the content by talking about what each of the washers represent. We also use this activity to talk about failing forward (or learning from your mistakes) and the value of practicing to improve our skills. I have never had a young person not be totally engaged when I bring out the gyro ring.



Be sure to smile and have a sense of humor. This will help your contact to know that you have a desire to work with middle school students and aren't afraid that they will eat you alive 😊!

Be prepared to be flexible. Come up with options or alternatives that are the most likely to be successful in this environment. Just because we did it one way, that isn't the only way to do it.

If there are questions that you're not sure of the answer, you could ask for some time to check into it or some time to contact one of the design team members. We'd be glad to help.

Adapted from: Ten Top Sales Tips for Sales Success

by [Adrian Miller](#)

Another good, short, article with some sales tips -
<http://www.entrepreneur.com/sales/tipsfromexperts/article65984.html>