

# GCSC Sales Pitch Assignment

## Canada's Biggest Student Competition



[The Great Canadian Sales Competition \(GCSC\)](#) is Canada's biggest student competition. The GCSC is designed to educate students about the possibilities with sales as a career and the importance of sales as a skill-set. With a 12.8% youth unemployment rate and an overall lack of understanding on the B2B sales opportunities available for students and new grads, the GCSC seeks to mitigate a gap between students looking for great jobs and employers eager to hire talented junior professionals.

**Introduction:** In this assignment, you will learn to create a very short, well organized video that “pitches” an innovative idea or provides relevant information on a topic to spark the interest of an audience or move them to a next step.

**Your Task:** Create a 30-90 second video pitch selling anything that you are passionate about. You will be marked on 4 things: a good value proposition, confidence, credibility and the ability to close your pitch. See example pitch [here](#).

**Your Grade:** This assignment is worth [blank]% of your grade

### The Following Steps Will Help You Complete Your Assignment:

1. Choose a topic that interests you or that you are passionate about
2. Brainstorm the possible ways to communicate the benefits of your topic and how to persuade an audience of your offering. Be as creative as possible, but be appropriate.
3. Make sure your pitch includes the following:
  - a. **A good value proposition:** You will be marked on your ability to convey a strong message about a product/idea/ideology/etc., that in turn gets your audience excited about it. A value proposition in its simplest form is a promise to either a) solve a problem or b) improve a situation.
  - b. **Credibility:** You are considered a subject matter expert on the item that you are talking about. Speaking purely to your own personal preference is not strong enough. That said, bringing in evidence or even metrics to support your opinion, help form a persuasive pitch.
  - c. **Confidence:** Confidence can be translated through things like body language and tone; sitting up straight, enunciating your words, and showing a bit of personality go a long way.
  - d. **A close:** Keep in mind that when you close your pitch you are looking for a next step. Clearly define what next step you have in mind for your audience

### How To Submit Your Assignment:

1. Upload your pitch to [blackboard, D2L, etc.]
2. Upload your pitch to [www.greatcanadiansalescompetition.com/enter-now](http://www.greatcanadiansalescompetition.com/enter-now)
  - a. If your video exceeds 140MB you will need to upload to YouTube and copy/paste the link