

2024 High School Sales Challenge

Second Round Role-Play Scenario

Sell Your Idea: Podcast Interview

After three days of appearing on the "**Sell You Podcast**," the marketing agency provides a data analytics report showing that your online followers have increased by 17% across the United States. The digital marketing campaign produced results quicker than you expected, all because of your newly developed skills to sell you. The data proves that others are beginning to know, like, and trust you. You are ecstatic and encouraged to continue to pursue your dream as a Social Media Influencer.

The marketing agency congratulates you on your quick success and reminds you there is much more work to grow your online followers and become profitable. The agency shares that several well-known brand names are interested in partnering with you as a Social Media Influencer and have requested audience data showing that your online followers trust and support a cause you strongly believe in. Unfortunately, it is too early in the marketing campaign to provide detailed audience data, and you must continue being a guest on podcast shows.

You have been invited back as a guest on the "**Sell You Podcast**." With previous experience selling yourself, you are confident you can sell your idea or cause you strongly believe in.

To further grow your online followers, the marketing agency recommends that you extensively research your idea or cause and share data, stats, facts, testimonials, quotes, etc., during your podcast interview. Doing so will influence the podcast host and listeners to trust you, and by the end of the 90-day marketing campaign, you will have the audience data that brands are requesting.

How To Prepare

Being a guest on the "**Sell You Podcast**" is a once-in-a-lifetime opportunity. To assist you with preparing, the podcast producer, Jesse Skye, has provided documentation to help you learn how to sell yourself using the I.M.P.A.C.T. Selling Model and sample podcast interview questions. Before your podcast interview, you are also encouraged to attend the "**Sell You Podcast**" training sessions.

Your Objectives

Below are several objectives for your podcast interview.

1. Research and collect data, stats, facts, testimonials, quotes, etc., on your idea or cause
2. Sell the idea or cause with confidence
3. Answer the presented questions with compelling stories to sell your idea
4. Have fun, smile, and be positive and authentic while speaking
5. Thank the podcast host for having you on the show
6. Close by sharing your fictitious social media handles and contact information

Note: The scenario, names and numbers, except for Cotsakos College of Business and William Paterson University, are fictitious and presented for the sole educational purpose of the High School Sales Challenge.

Sell You: Podcast Interview Questions

Below are podcast interview questions to help you prepare. The podcast host will ask similar related questions to produce a fun and interactive show. The allocated time for the interview may only allow some of the questions to be addressed. However, it is best to be prepared to answer them all.

- 1. Tell me about yourself**
- 2. What idea or cause are you passionate about?**
- 3. What obstacle are you facing with selling your idea, and how you are planning to win?**
- 4. How does your idea or cause make an impact in the world?**
- 5. What have you recently read or researched that changes how you see the world?**
- 6. Why should someone support your idea or cause?**
- 7. What would you do with the money if you won the lottery?**
- 8. Talk about a time when you had to be a leader.**
- 9. What do you think are the characteristics of a great leader?**
- 10. What is one thing that you would like to share with our listeners?**

Sample Podcast - Sell Your Idea: Podcast Interview

Intro

Host: On the "**Sell You Podcast**," our guests sell themselves and their ideas. My name is Morgan Davis, and I am your host. We would like to welcome back [Guest Full Name]. This week [Guest First Name] will sell an idea or cause that he/she is passionate about.

Q. Tell me about yourself

Host: Please tell our listeners about you.

Q. What idea or cause are you passionate about?

Host: As a Social Media Influencer, you should have an idea or cause you are passionate about. Tell our audience more about it.

Q. What obstacle are you facing with selling your idea, and how you are planning to win?

Host: Once in a while life will challenge you. What obstacle are you facing with selling your idea, and how are you planning to win?

Q. How does your idea or cause make an impact in the world?

Host: Being a Social Media Influencer takes work. How does your idea or cause make an impact in the world?

Q. What have you recently read or researched that changes how you see the world?

Host: Reading is a fundamental part of personal development. What have you recently read or researched that changes how you see the world?

Q. Why should someone support your idea or cause?

Host: Many young people want to become Social Media influencers. Why should someone support your idea or cause?

Q. What would you do with the money if you won the lottery?

Host: Everyone needs money to pursue their dreams. What would you do with the money if you won the lottery?

Q. Talk about a time when you had to be a leader.

Host: Social Media Influencers are leaders. Talk about a time when you had to be a leader.

Q. What do you think are the characteristics of a great leader?

Host: Leadership is all about influencing others. What do you think are the characteristics of a great leader?

Q. What is one thing that you would like to share with our listeners?

Host: I understand that you are looking to grow your online followers. What is one thing that you would like to share with our listeners?

Outro

Host: [Guest First Name], thank you for coming on the show to sell yourself and idea. I wish you the best as a Social Media Influencer. Please share any final thoughts and let our listeners know how they can get in contact with you and support your idea or cause.

Evaluation Rubric - Selling You: Podcast Interview

1) Organization and Structure: (12.5%)

Excellent Very Good Good Needs Improvement Poor

Excellent: The podcast guest's responses are clear, logical, and organized.

Poor: The podcast guest's responses are difficult to follow, confusing, and not organized.

2) Use of Language: (12.5%)

Excellent Very Good Good Needs Improvement Poor

Excellent: The podcast guest uses proper language and correct pronunciation and grammar.

Poor: The podcast guest uses improper language, incomplete sentences, and incorrect grammar.

3) Delivery and Style: (25%)

Excellent Very Good Good Needs Improvement Poor

Excellent: The podcast guest's interview responses are well paced for audience understanding, body language reflects comfort, shows enthusiasm and confidence, has great speaking volume, and maintains audience interest.

Poor: The podcast guest's interview responses are either too slow or too fast, show nerviness and uneasiness, lack interest and confidence, and volume is too low or too high.

4) Depth of IMPACT Content: (50%)

4.1 Influence: Excellent Very Good Good Needs Improvement Poor

Excellent: The podcast guest clearly shares important information with the host and listeners.

Poor: The podcast guest shares information unimportant to the host and listeners.

4.2 Move: Excellent Very Good Good Needs Improvement Poor

Excellent: The podcast guest clearly share information that emotionally moves and connects with the host and listeners.

Poor: The podcast guest shares information that does not emotionally move and connects with the host and listeners.

4.3 People: Excellent Very Good Good Needs Improvement Poor

Excellent: The podcast guest clearly understands that the host and listeners are their target audience and provides relevant information.

Poor: The podcast guest provides irrelevant information to the host and listeners as their target audience.

4.4 Act: Excellent Very Good Good Needs Improvement Poor

Excellent: The podcast guest clearly indicates the next engagement point and format.

Poor: The podcast guest does not indicate any plan for the next engagement point or format.

4.5 Commit: Excellent Very Good Good Needs Improvement Poor

Excellent: The podcast guest clearly shares information about what they do/did, which can gain the host's and listeners' commitment.

Poor: The podcast guest does not indicate the commitment required from the host and listeners.

4.6 Trust: Excellent Very Good Good Needs Improvement Poor

Excellent: The podcast guest clearly shares information about what he/she does/did, which can gain your trust,

Poor: The podcast guest does not provide any information which gains the host's and listeners' trust.

Please provide feedback to the competitor. Include what you liked and what can be improved.
