



...and so, on the next day...

Practicing the Sales Pitch

The kids stood in the doorway and addressed the arriving crowd. These were the people who had graciously agreed to participate in a hastily planned focus group. The lemonade stand had been so successful that instead of just selling their lemonade, the kids were creating a lemonade franchise by selling lemonade stand kits. This represented a substantial step forward, and it required a great sales pitch.

"Welcome, everyone! Just sit wherever you'd like!"

Eight chairs were arranged in a neat circle in the center of the room. Seven people filed in and took their seats as the kids looked on.

Bernardo Santana silenced a cell phone as Ricky Starell plopped down beside his teenage brother. Ricky quickly turned his attention to the fresh-faced woman sitting directly across from him. "Hi, Miss Winters!" he called out, waving energetically.

"Hello, Ricky!" she replied.

Penelope Sullivan turned to the silver-haired woman on her left. "Hi, Mrs. Winters!"

"Hello, Penelope," she chuckled back. "It seems my daughter and I both have students here. Where's your husband?"

"Working. Where's yours?"

"Oh, he's here. He's just putting his hat in the car."

Just then, Mr. Winters sauntered into the room and settled down next to his wife. He gazed past the woman sitting opposite him and through the shallow bay window in the wall behind her. "Boy, what a view," he sighed. "A few hours earlier and I'd have been looking at a gorgeous sunrise."

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Received with this puzzle: one business card; this two-page sheet; eight survey forms.



DASH 6 - Experienced Players

(continued from previous page)

With everyone present, the kids got down to business. They began by passing out preliminary survey forms, which were quickly filled out by all. The kids then announced the session's activity. "We made a list of advertising slogans that might be good for our new business. After we read each one, just raise your hand if you like it."

Lemonade in an Eighteen-Ounce Flute
Brewers of Fine Lemonade for Over Thirty Hours
Trumpet This Potassium-Rich Lemonade
Wow! Cool, Gold Refreshment
One Lemonade Has Won Their Hearts
Don't Harp on the Sodium Content
Bravo to Those Who Drum Up Business
Help! Fourteen Glasses Isn't Enough
Buy It All by New Year's Eve
Lemonade: Let It Be Your Reviver
Royals Pep Up with the Taste of Lemonade
You're About to Get Back Your Energy
You Ate Eight Gallons of Concentrate?
We Sold Two Thousand of These Yesterday

When the voting was over, the kids once again addressed the crowd. "All right! Now we need a name for our new product..."

Their task complete, the focus group was excused with the kids' gratitude. Eileen Yang lingered behind as the crowd dispersed. "Kids, I just wanted you to know that I think you've really got something here. If this takes off like I think it will, you're going to need a good financial adviser. Let me give you my sister's business card — it looks like you've got a card from just about everyone here, anyway."



SURVEY FORM

Age: 12 & Under 13-18 19-24 25-34 35-44 45-54 55-64 65 & Over

Gender: M Occupation: Poster Drawer

Please write down some examples of advertising slogans that you like:

Ninety-Nine Bottles is a Light Day

Our Product Works? High Five!

Seven Hundred Lawyers Strong

Ten Fingers and a Forehead

This Slogan Goes to Eleven

Twenty Years of Research, and for What?

We Only Count Six Wonders

We'll Zero in on Your Vulnerabilities

SURVEY FORM

Age: 12 & Under 13-18 19-24 25-34 35-44 45-54 55-64 65 & Over

Gender: M Occupation: Tutor

Please write down some examples of advertising slogans that you like:

A Revolution in Double-Entry Bookkeeping

If You Love Me, Do Not Open This Chest

It Keeps Bleeding, but I Feel Fine

Kidney Stone? We Can Work It Out

Marriage Hello, Goodbye Freedom

There's Something Very Wrong Here

Where Treachery and Avarice Come Together

Yes, I am the Walrus Whisperer

SURVEY FORM

Age: 12 & Under 13-18 19-24 25-34 35-44 45-54 55-64 65 & Over

Gender: F Occupation: Teacher

Please write down some examples of advertising slogans that you like:

A School Uniform Without Style

Candied Shrimp and Lima Beans

Papa Spaghetti's House of Stereotypes

Pledges with a Faint Echo of Integrity

Politics? Pass the Whiskey

The Official Hotel of Witness Protection

To the Victor Goes the Cleaning Bill

Windmills Everywhere Miniature Golf

SURVEY FORM

Age: 12 & Under 13-18 19-24 25-34 35-44 45-54 55-64 65 & Over

Gender: F Occupation: Asst. Manager, Plumbing Supply

Please write down some examples of advertising slogans that you like:

Can Psychics Alleviate Rotator Cuff Injuries?

Discount Whitewater Kayak Supplies

Making Assumptions Pop!

Repaper Every Parlor with Jungle Prints

Taking Specificity to the Next Level

Toot! Whirr! Here Comes an Oblong Hovercraft

Turns Faces Redder with Every Swig

Your Civic Duty, Reimagined

SURVEY FORM

Age: 12 & Under 13-18 19-24 25-34 35-44 45-54 55-64 65 & Over

Gender: F Occupation: Literary Agent

Please write down some examples of advertising slogans that you like:

As Uplifting as a Lead Balloon
Carbon Copies of Our Competition
Cubic Zirconium? She Won't Notice
Karma on the Wings of Mercury
Not Fooled by Your Silver Tongue
Sending the Superheroes Back to Krypton
Service with a Tin Ear for Tact
You Iron Your Socks?

SURVEY FORM

Age: 12 & Under 13-18 19-24 25-34 35-44 45-54 55-64 65 & Over

Gender: M Occupation: Chef

Please write down some examples of advertising slogans that you like:

A Few False Rays of Hope
Crafting Rhymes for Modern Mariners
Giants Among Much Larger Behemoths
Humility as Vast as the Rockies
One Company Braves the World of Pantsuits
Quasimodo? We're Practically Twins
The Peg Leg Pirates Prefer
Wait, Foreign Nationals Need Clearance?

SURVEY FORM

Age: 12 & Under 13-18 19-24 25-34 35-44 45-54 55-64 65 & Over

Gender: F Occupation: Teacher

Please write down some examples of advertising slogans that you like:

Am I a Private Eye Now?
Four Horsemen Are Calling for You
Mend the Sails or Grab an Oar
Our Improprieties Know No Bounds
The Gordian Knot Is Not Your Plaything
Too Drunk to Prattle
Wayfarers in Need Should Find Another Inn
We Slept Through Our Finest Hour

SURVEY FORM

Age: 12 & Under 13-18 19-24 25-34 35-44 45-54 55-64 65 & Over

Gender: M Occupation: Tailor

Please write down some examples of advertising slogans that you like:

A Piccolo of Champagne Counts as a Snack
Awkwardly Trailing the Conga Line
Chime in with Any Suggestions
Doesn't Anyone Want a Cassette Recorder?
Organ Donor Motorcycle Repair
The Lesser-Known Horn of Mere Adequacy
The Tuba That Fits on Your Keychain
We Fiddle with Knobs and Dials