



...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. Eight people filed in and took their seats.

The kids got down to business. They began by passing out survey forms, which were quickly filled out by everybody. Each person liked to see something different in advertisements.

Then, the kids gave everybody a flag. They announced, “We’re going to show you an advertisement we made. Our new mascot will talk about our product. Every time our mascot says something you like, just raise your flag. He kind of talks funny, though...”

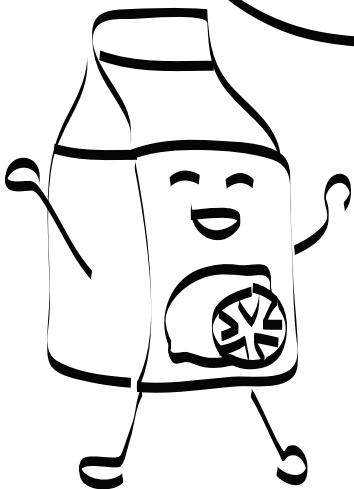
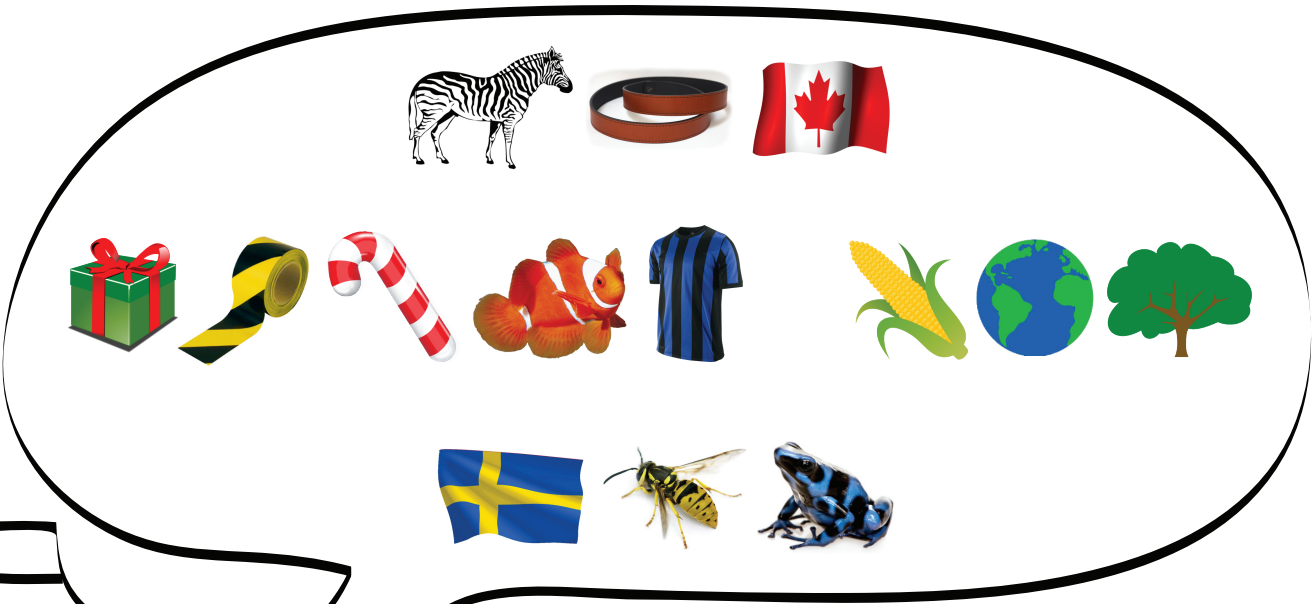
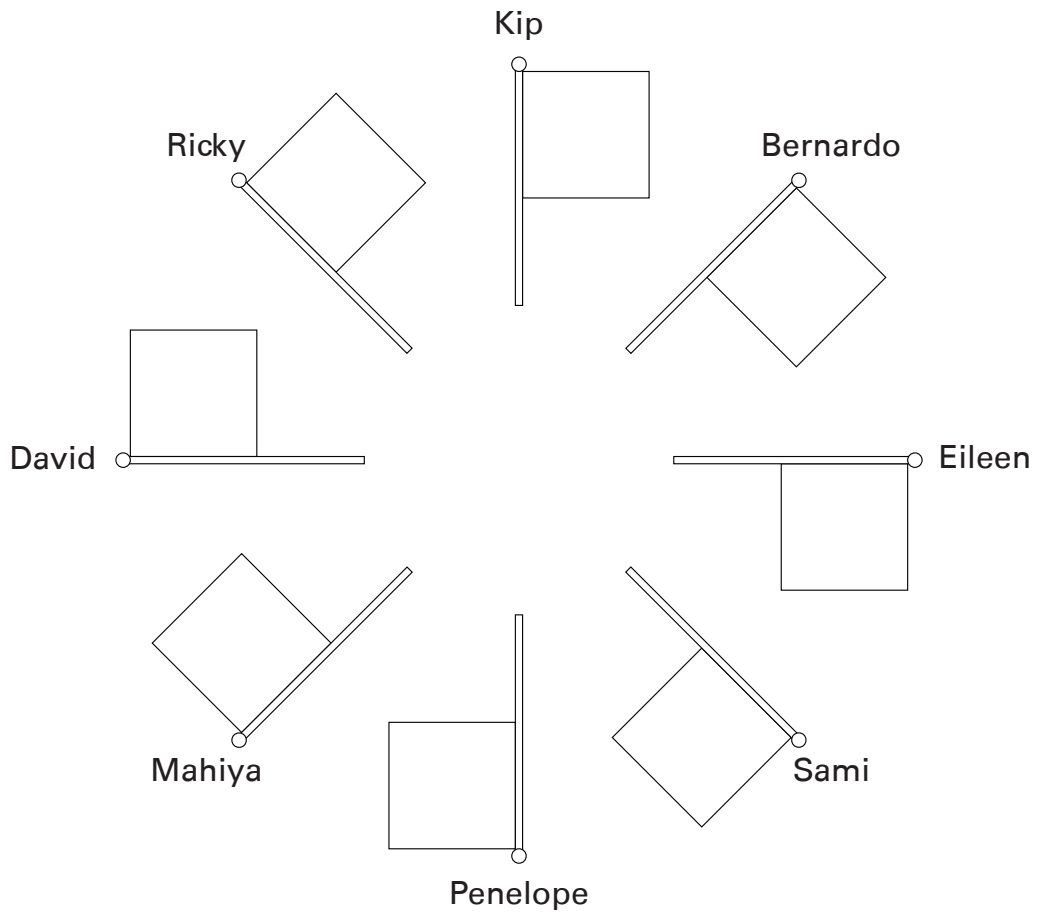
Afterwards, the kids once again addressed the crowd. “All right! Now we need a name for our new product...”

Their task complete, the focus group was excused with the kids’ thanks. 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.”

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



DASH 6 - DASH Jr.



SURVEY FORM

Name: Bernardo

Please write down some examples of things you like:

Acorns

Chocolate

Coffee Beans

Cola

Grizzly Bears

Log Cabins

Maple Syrup

Soil

SURVEY FORM

Name: David

Please write down some examples of things you like:

Clouds

Cotton

Doves

Polar Bears

Printer Paper

Snowballs

Vanilla Ice Cream

Whipped Cream

SURVEY FORM

Name: Eileen

Please write down some examples of things you like:

Candied Apples

Cardinals

Cherries

Fire Trucks

Mars

Rose Petals

Rubies

Stop Signs

SURVEY FORM

Name: Kip

Please write down some examples of things you like:

Bright Sky

Jeans

Lapis Lazuli

Neptune

Sapphires

Smurfs

The Ocean

Turquoise

SURVEY FORM

Name: Mahiya

Please write down some examples of things you like:

Bananas

Butter

Canaries

Daffodils

Egg Yolks

Rubber Ducks

The Sun

Yield Signs

SURVEY FORM

Name: Penelope

Please write down some examples of things you like:

Asparagus

Clover

Emeralds

Grass

Iguanas

Jalapeños

Limes

Moss

SURVEY FORM

Name: Ricky

Please write down some examples of things you like:

Asphalt

Bats

Cast Iron

Coal

Ebony

Obsidian

Ravens

Tires

SURVEY FORM

Name: Sami

Please write down some examples of things you like:

Autumn Leaves

Basketballs

Campfires

Carrots

Peeled Yams

Pumpkins

Tangerines

Traffic Cones