



...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 - New Players

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With everyone present, the kids got down to business. They began by passing out preliminary survey forms, which were quickly filled out by all. (Each person had different preferences, of course.) The kids then announced the session's activity. "We made a list of advertising slogans that might be good for our new business. We're giving you each a little flag; after we read each slogan, just raise your flag 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*