**Background Information Sheet**

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| **Name** | **Class** | **Date** | **Lesson Type** | **Length** |
| Janne Kim | 204WK | 02/07/2020 | TBL | 20min |

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| **Lesson** | |
| **Topic** | Discuss: Sales Strategy-How to sell more products within limited time on TV. |
| **Main Aim** | Students will practice their speaking fluency. |
| **Secondary Aim** | Students will learn to speak persuasively. |

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| **Materials and References** |
| **<http://display.cjmall.com/p/item/60087335?channelCode=30001003>**  **PPT1, 3 Sets Cards, pen, note** |

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| **Student Profile** | | | |
| **Level** | Intermediate | | |
| **Age** | Adult | **Number of Students** | 3 |
| **Detail** | This is a general English class and students are highly motivated learners. The students are all Koreans, and enjoy soap operas. They are accustomed to pair work, but still need to be relaxed before they will open up to communicate freely. They engage actively in kinesthetic learning and tend to favor the visual learner mode, but auditory learning still needs developing. | | |
| **Assumptions about students’ knowledge as required for this lesson:** | | | |
| Students know about TV home shopping and they are have purchased somethings before. All students have experience buying products from TV home shopping and have opinions to share. | | | |

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| **Anticipated Difficulties and their Solutions:** |
| Some students are likely to dominate the discussion -> use Turn Cards  Time: the discussion points may not all be discussed before time runs out -> announce time is finished to end the discussion.  Desk arrangement: moving desks, spilling drinks-> clear desks of everything before the lesson  Technical failure-> use my phone and PPT1 |

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| **My Personal Aim** | | |
| What I hope most to demonstrate in this lesson is the ability to give good instructions.  Students will be able to speak fluently by giving their ideas and opinions to make sales strategy. | | |
| **Stage Name:** Pre Task  **Purpose of this stage:** Create interest in the topic. Brainstorm ideas which will be useful for the next stage. Students must be given a communicative task e.g. discuss, arrange/sort, create a list, etc.  The aim is to relax students, activate their background information, and gather useful ideas for the lesson. | | |
| **Materials: audio equipment to access home shopping channel, pen and note** | | |
| **Time** | **Interaction** | **Procedure** |
| 3min  1  min  (2min)  30  sec | T-S | <Greeting & Brief Rapport>  T: Hello, has anyone ever purchased products from TV home shopping?  (Ask students the reason why and what made them to buy the goods and share their experiences for 2min. Call out your memories and write down the reasons. If on one says yes show them a live TV home shopping broadcast for 2min and discuss how they impulse people.)  Access TV home shopping channel and play a live broadcast for 1min.  (http://display.cjmall.com/p/homeTab/main?hmtabMenuId=000002&BSCPN)  Students watch and learn how show hosts and an expert sell more products effectively within limited time.  T: Selling is by far the most important skill you will ever learn. Today we will have a sales strategy meeting and carry out TV home shopping broadcasts. Let's assume that your are an expert and showhosts of the selling items. Plan a strategy how to sell more products in given time.  Tomorrow, you have to do a live broadcast selling vacuume cleaners so, you must plan a strategy and rehearse it now. |

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| **Stage Name:** Task Preparation  **Purpose of this stage:** This is a student centered stage, to give students time to prepare and practice a speaking task which they will perform in Task Realization. Clear detailed instructions or a demonstration must be provided so students know what is expected. Prepared materials may be provided to assist their preparation. Monitor and offer brief tips if necessary. | | |
| **Materials: Pen and Note** | | |
| **Time** | **Interaction** | **Procedure** |
| 1m  30 sec  5 min  1 min | T  S-S  T  T | <Introduction of Task>  \*Now it's time to prepare the discussion. Move your desks into one group.  \*One plays the role of product's expert and the other two are showhosts.  \*Brainstorm ideas about what to do to sell more vacuume cleaners within  limited time.  \*Use ideas from your experience that you have shared at the very first time.  \*Each person makes at least 3 strong selling points based on the 4P's  mothods.  1. Promise  2. Picture  3. proof  4. pitch  \*Make sure that the air shoud be carried out as you planed without  interruption or delay so, you must decide who will talk and talk next orderly.  \*During the discussion you will use 3 Turn Cards. Everyone must try to use  all their cards to get more points for their team. So, plan what to say and  allow your members to speak.  \*You have 5 minutes to prepare.  I.C.Q.  What do they have to sell? (as many Vacuum cleaners as possible)  How many storng selling points should each person be made? (3)  On what basis should the selling points be maked? based on 4P's  Do they have to decide the turn of their speaking before the air shoot?(Yes)  Students begin preparing their discussion in groups. Monitor and offer tips or suggestions.  Announce when ther is 2 minutes remaining. If students are still discussing theirideas then time is finished, simply announce that preparation time is finished. Time's up. If you haven't finished everything yet, don't worry-just listen and talk spontaneously.  Hand out the Turn Cards. I'll be a cameramen and shoot it.  Let's begin broadcasting. Start be introducing you name and your role and what you going to sell today like you are actually doing a live TV home shopping. (Gesture to one students to begin the air.)  The air will be going on for 6 minutes. Are you ready? Go! |

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| **Stage Name:** Task Realization  **Purpose of this stage:** This is a very student centered stage to allow for maximum speaking fluency practice. Monitor discretely and take note of incorrect language. Students perform their task without interruptions from the teacher. Classroom management may be an important consideration here. | | |
| **Materials: Camera, PPTs** | | |
| **Time** | **Interaction** | **Procedure** |
| 6  min | S-S | As soon as one begins to talk persuasively, another convince his or her selling point to the viewes. Each speech is smooth and natural like a ping pong game.  Students engage in the role play, taking turns spontaneously. Monitor from a distance filming how persuasive they are at selling vacuum cleaner and run a broadcast smoothly. They may use PPTs if it is needed. |

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| **Stage Name:** Post Task  **Purpose of this stage:** To end the lesson with a final student centered task such as voting, summarizing, discussing, deciding etc. The teacher may offer delayed error correction to the previous stage, as well as mention positives and points to improve for next time such as useful strategies. | | |
| **Materials: Camera, PPT 1**. | | |
| **Time** | **Interaction** | **Procedure** |
| 30 sec  2 min  30 sec | T  S-S  T | Now talk to your partner about the impulse buying and how difficult it is to sell.  Do you want to run a product' sales business in your future?  Can you able to sale anything to anyone?  You have 2 minutes.    Students discuss with their partners.  Offer brief encouragement to continue engaging actively in class. Well done to everyone, next time you prepare more about how you convince people and sell anything to anyone as many as possible. We will go over next time.  END. |

**Instructor’s Comments and Assessment**

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| **Cons** | | |
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| **Change** | | |
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| **Overall Comments** | | |
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| **Grade** | | |
| **Above Standard 85%-100%** | **Standard 70%-84%** | **Below Standard 69%-0%** |
| **Instructor** | **Student Signature** | **Date** |
| **Taute, David** |  |  |