

A Girl Entrepreneur's Guide to *Cleo Edison Oliver Playground Millionaire*

Cleo's superpower is her Persuasion Power™ that she uses to get people to buy her products. You can have that same power!

Practice Selling:

Want your brother or sister to clean your room for you? Your parents to take you out for ice cream? Sales is about convincing people to do what you want them to do.

Cleo sold a tooth-pulling service in different ways to different people. She convinced Josh to let her take out his loose tooth by telling him he could get his Tooth Fairy money sooner. She convinced Lexie by scaring her about blood and swallowing her tooth. She convinced Tess by mentioning her favorite candy and asking how much she missed eating Tootsie Rolls.

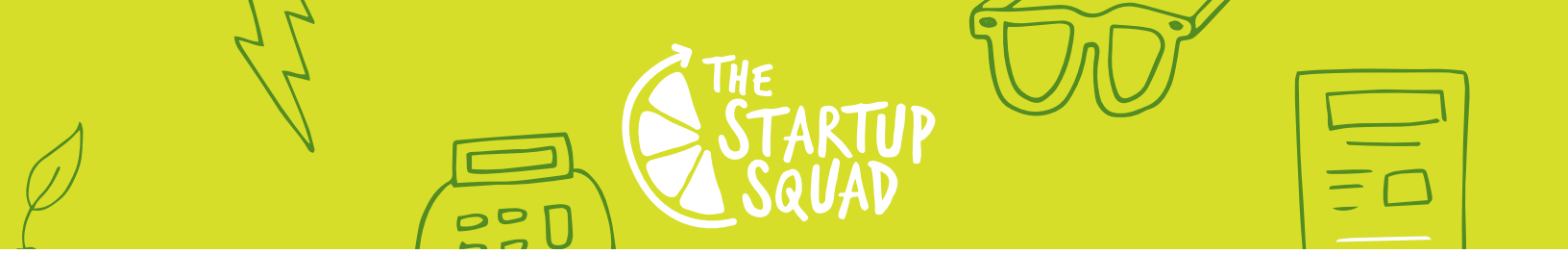
There are a lot of different ways to convince someone to do something. Think of what you would like someone to do or buy from you and why they might want to do it. Write the reasons down, test it out on them, and see if it works! Hopefully you will be eating ice cream in your clean room in no time!

Write A Script:

Lots of people get nervous talking to strangers or feel shy around new people. The best way to beat those feelings is by writing a script so you know what you want to say.

Before you open your next lemonade stand or bake sale, write a script of what you want to say in different situations. Maybe you'll say "good morning, would you like some lemonade" to people when they walk by. Or "we are selling brownies and cookies to raise money for the local animal shelter" to people that stop at your bake sale. Knowing what you want to say will make it easier to talk to strangers and help you sell more!

Use the form on the next page to write your script and keep it with you when you sell.



MY SALES SCRIPT

When someone walks past my stand I will say:

When someone stops at my stand or asks what I am selling I will say:

After someone buys something from me I will say:

If someone doesn't want to buy from me I will say:
