Sales Pitch

You and your sales team have been hired by Carolina Biofuels to convince farmers in our area to begin growing the biomass the company needs to produce cellulosic ethanol. Your job is to create a seven minute long sales pitch in which you meet all of the criteria in the rubric below. Remember that your goal to convince these farmers that growing miscanthus, arundo donax, and switchgrass is a sound business decision and to address their concerns! It is not required, but you may choose to include visual aids during your presentations. Each member of your team needs to participate in both the planning and presentation of your sales pitch.

