



WASHING MACHINES

- This is . . .** A creative selling activity in which participants think of different ways to market a load of 10,000 used washing machines.
- The purpose is . . .** Participants practice thinking of creative solutions and looking at things from others' perspectives.
- Use this when . . .**
- Individuals are focusing too much on their own needs.
 - Creative thinking is not happening very much.
 - Individuals need to hone their sales skills.
 - You don't have prep time and/or materials for anything more elaborate.
- Materials you'll need . . .**
- No materials are necessary for this activity unless you give a small prize for the winning team.
- Here's how . . .**
1. Divide the group into teams of three to six participants.
 2. Announce that each team has come upon a free load of 10,000 used old washing machines.
 3. They are to think of a way to market these machines and prepare a sales pitch (a 30-second commercial) for the rest of the group.
 4. Allow them 8 minutes to work in teams.
 5. Each team presents its commercial to the rest of the group.