My chosen style of Presentation will be Telemarketing as I am going to try and sell a product.

I have seen many Telemarketing shows on the TV over the years so I know what kind of things you would expect to see on these things.

I know that I will have the product I am trying to sell in front of the camera with me whilst I try and sell it.

With telemarketing shows you often see the phone number of the show on the bottom of the screen where customers can ring in and order the product over the phone.

Most teleshopping/telemarketing shows are held in studios, the occasional show is outside of a studio in real life situations.

The idea of telemarketing is to try and make money buy selling a product over television and through Telephone.

Telemarketers often use crafty techniques like making out that they only have 12 products left when really they have about another 500, then they simply just air another show and continue selling the product this is just one way they make money.

One of the telemarketing shows that I have watched was at homebase, they have the little screens where they can showcase their products to potential buyers.



Below is a prime example of the sort of telemarketing shows you will find on your TV at home.

These shows will try everything to try and sell the product they are showcasing.

As you can see from below, they will often say that they have deals and offers on that beat other shops (these try an entice the viewers into to purchasing the product).

The audiences for these types of shows are different than your everyday television shows. You will find that the audiences for telemarketing shows are people who want to buy things, mainly adults.

You have to watch many Telemarketing shows to really start to understand what type of techniques they use to get customers. The techniques they use are really quite clever as they enable them to achieve their goal of selling their product and making some cash.

Telemarketing shows will often be produced under institutions such as Sky™ and the BBC©. Telemarketing shows are mostly shown on channels when regular programming hasn’t begun, they even have their own dedicated channels where they can broadcast their shows all day and night.

My knowledge is sufficient enough to be able to make a telemarketing program and I think I will do well.