

BUSINESS SKILLS

MAKING IMPACT IN PRESENTATIONS:

- A) How would you adapt your presentation style if you were:
- a) giving a talk at a conference
 - b) giving a presentation to a group of colleagues
- B) Listen to two speakers talking about marketing. Identify the presenter and the kind of presentation they are giving. (CD 1.31/1.32)
- C) Look at these sentences. Who says what at the start of their talk, Present 1 or 2? listen again if necessary. (CD 1.31/1.32)
- 1 As you probably know, I'm, and today I'm going to be talking about...
 - 2 You know, a funny thing happened to me the other day.
 - 3 What is unseen is the extensive market research and development of products,...
 - 4 Have you seen this coat?
 - 5 But what is marketing?
 - 6 According to marketing guru Philip Kotler, there are five key processes in marketing. First,...
 - 7 Anyway, I'm not here to tell you about...
 - 8 Did you know that China's fashion market will probably grow to around US\$12.4 billion over the next two years?
 - 9 I bet you didn't know that, did you?
 - 10 Now, you're probably wondering, what's the significance of all of this?
- D) What do you think are the missing words in these expressions for staging and signposting? Listen to two more extracts and check your answers. (CD 1.33/1.34)

Presenter 1

- 1 So, to go back to earlier, ...
- 2 Right, to that slide.
- 3 So, to sum ,.....
- 4 Sorry, folks, but time for today.

Presenter 2

- 5 Right then, let's those figures, shall we?
- 6 I'd like to a journalist from the FT here.....
- 7 If there's just you all to remember, it's ...
- 8 And , reveal our new marketing strapline.

D) Categorise the expressions in Exercise D (1-8) according to their function (a-d). Some can go under more than one function.

a- REFERRING TO VISUALS	b- CHANGING TOPIC	c- QUOTING SOMEONE	d- CLOSING REMKARS

USEFUL LANGUAGE			
REFERRING TO SURPRISING FACTS OR FIGURES Marketing is too often confused with selling. You'll see we're talking about over five billion euros.	EMPHASISING KEY WORDS What is <i>unseen</i> is the extensive market investigation ... And that's what I'd like <i>you</i> to do for your next assignment.	BUILDING RAPPORT WITH THE AUDIENCE Houston, we have an innovation problem. (<i>using humour</i>) Clearly, we've got to do something different here. (<i>involving the audience</i>) You know, a funny thing happened to me the other day. (<i>telling an anecdote</i>) That's a huge increase in growth, isn't it? (<i>inviting agreement</i>)	
QUOTING SOMEONE I'd like to quote the words of ... here. According to the marketing guru, ... Kotler would argue ...	CALLING FOR ACTION And that's what I'd like you to do. If there's just one thing I'd like you all to remember, it's ...		

Techniques for making an impact	
1 Use of repetition	6 Building rapport with the audience, e.g. telling an anecdote, referring to a news story, using humour, etc.
2 Referring to a surprising fact or figure	7 Listing points in threes or fives
3 Asking 'real' or rhetorical questions	8 Calling for action, e.g. asking the audience to reflect on or do something
4 Quoting someone	
5 Emphasising key words or figures	

F) Which of the techniques above did each of the presents use? Include examples.

Presenter 1:

Presenter 2:

CD1 TRACK 31

PRESENTER 1

Hello, everyone. As you probably know, I'm Carol Hughes, and today I'm going to be talking about the principles of marketing.

Marketing is too often confused with selling. Selling is *only* the tip of the marketing iceberg. What is *unseen* is the extensive market research and development of products, the challenge of pricing them right, of opening up distribution, and of letting the market know about the product. So, marketing is a far more complex process than selling.

But what *is* marketing? According to marketing guru Philip Kotler, there are five key processes in marketing. First, there's opportunity identification; second is new product development; third, there's customer attraction; the fourth process is customer retention and loyalty building; and last but not least, order fulfilment.

Now, you're probably wondering, what's the significance of all of this? Well, Kotler would argue that a company that handles all of these processes *well* will probably be successful. But a company that *fails* at any one of these processes will *not* survive. Let's take a look at a couple of case studies ...

CD1 TRACK 33

PRESENTER 1

So, to go back to what I was saying earlier, even social media marketing, like, say, the Axe campaign, is taking the same old ideas and just adding new technology. So, you know, *Houston, we have an innovation problem*. Marketers are pushing the *same* old buttons to sell more variations of the *same* old products. It's a negative-sum game. Think about it. Right, let's just go back to that slide. Now, we've seen how product variations increase cost without enlarging the overall market. And with increased competition, prices are pushed down, inviting more competitors, such as supermarket low-cost home brands. This means consumers are just overloaded with more choice of very similar products.

Clearly, we've got to do something different here. So, to sum up the key points, marketing needs to pull back from its focus on distribution, packaging and communication, and refocus on helping create great new products that deliver distinctive value and make people's lives better.

Then it'll be easy to communicate that to prospective customers. And that's what I'd like *you* to do for your next assignment: *innovate*. Work in

groups and come up with a brand-new product or service. Think about a product that will make *your* life easier. Oh, sorry, folks, but that's all we have time for today. See you on Thursday.

CD1 TRACK 32

PRESENTER 2

You know, a funny thing happened to me the other day. I was looking for a present to buy for my wife. Don't laugh! I'm the kind of guy who remembers his wife's birthday. But I'd been looking and looking and I hadn't been able to find anything on her wish list. Well, of course, she gave me a list ... And the sales assistant said, 'There's something I'd like to show you, sir.' 'Here. Have you seen this coat? It may *look* like an Armani, it may *feel* like an Armani, but if you look at the price tag, you'll see it costs a fraction of the price of an Armani.'

Anyway, I'm not here to tell you about my wife's new coat. I'm here to tell you how this new campaign is going to give us a competitive advantage. For instance, did you know that China's fashion market will probably grow to around 12.4 *billion* US dollars over the next two years? I bet you didn't know that, did you?

CD1 TRACK 34

PRESENTER 2

Right then, let's take another look at those figures, shall we? If you look at this chart a moment showing the projected figures for China's fashion market, you'll see we're talking about over *five billion* euros. That's a huge increase in growth, isn't it? It's a massive market that's there for the taking. We've got to produce quality sports clothing at competitive prices that both look good and feel good. Yes, the Chinese market is excellent at imitation. But if you can't beat them, join them! I'd like to quote the words of a journalist from the *FT* here: 'Customers may not always be right, but they certainly matter.' And unless we can give them what our competitors can't, we have no business.

If there's just one thing I'd like you all to remember, it's focus on our customer base. Not by generating business in the short term, but by positioning ourselves for the future. And finally, I'd like to reveal our new marketing strapline. Here we go ... I think you'll all agree, that sums us up perfectly.