

Fact-based and emotion-based presentations



1 Match 1-8 with a-h to complete the sentences.

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|-------------------------------------|---|
| 1 I'd like to take this opportunity | a all aware, this is a key market for us. |
| 2 Try and picture the looks on | b breakdown of expenditure for this month? |
| 3 Of course, as you are | c more magical than a candle-lit dining room? |
| 4 Now, turning our attention | d to describe the benefits of our service. |
| 5 Can you give me a brief | e will react when we announce the location. |
| 6 Imagine how everyone | f the anticipation of what is about to happen. |
| 7 Your guest will feel | g to financial matters, here's the price list. |
| 8 Can you think of anything | h visitors' faces as they enter the reception area. |

Defending ideas and describing consequences

2 Put the words in brackets in the correct order to complete the introduction to a presentation.

Hello. For those of you who haven't worked with me on the manufacturing stage of a furniture project before, let me introduce myself. I'm Olga Petrov and I'm the Production Manager. For the next step we are considering using outside contractors for some of the technical aspects of the project. ¹(warrant / which / these / are / reasons / the) outsourcing some of the tasks. Firstly, ²(the / picture / considered / big / when / we), we could see that our production costs were increasing steadily and it would become more expensive to continue doing this work in-house. Also, our technical requirements would have become more complicated. So, if we don't outsource, then we will need to modernise our resources. ³(fail / to / if / act, / we / then) the increased production costs are likely to result in raised prices for our customers. ⁴(the / of / that / would / consequence / be) we lose out to our competitors who are producing cheaper products. Naturally, we ⁵(might / see / objections / there / can / be / why). Colleagues have raised concerns about quality control if we choose to outsource and, trust me, we have taken this into consideration. However, I am certain that ⁶(best / opportunity / is / this / the / idea) we have of remaining competitive in a shrinking market.

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|---------|---------|
| 1 _____ | 4 _____ |
| 2 _____ | 5 _____ |
| 3 _____ | 6 _____ |

3 Complete the sentences. Then decide if the sentences are *Defending ideas* (D) or *Talking about consequences* (C).

- 1 Committing to this a_____ would m_____ that we would need to retrain staff. _____
- 2 Let me b_____ d_____ the main r_____ why this is our best way forward. _____
- 3 This i_____ is the best o_____ we have of increasing market share. _____
- 4 We s_____ rethink our c_____ strategy as otherwise our profits will likely suffer next quarter. _____
- 5 We won't a_____ our collective t_____ if we don't agree on a common approach. _____
- 6 I'm pleased to confirm that we have the b_____ of o_____ on the board. _____