

## Business communication | Presenting factual information

## Context

Sanjit Kundu works for Business Initiatives Bangalore. The Bangalore region has been singled out as a prime area for European companies to outsource to. Sanjit's role is to inform potential clients about Bangalore's business connections and its IT industry. Sanjit is 'on tour' in Europe and has been invited to make a presentation to GSV Chemicals in Belgium. This international company is considering outsourcing its IT department to a cheaper location.



- 1 Read the *Context*. Why is Sanjit visiting GSV Chemicals? What reasons do you think he might give to convince them?
- 2 ▶ 7.2 Listen to Part 1 of Sanjit's presentation and answer questions 1–2.
  - 1 What are Bangalore's key selling points as a location for outsourcing?
  - 2 What presentation technique does Sanjit use to keep the audience's attention?
- 3 ▶ 7.2 Listen again and answer questions 1–2.
  - 1 What two phrases does Sanjit use to prove his information comes from factual data?
  - 2 What phrases does Sanjit use to explain the cause of ...?
    - a Bangalore's educational institutes having international recognition
    - b Bangalore becoming the fastest growing city in Asia
- 4 ▶ 7.3 Listen to Part 2 of the presentation and answer questions 1–3.
  - 1 Is Bangalore's ability to attract industry a recent development?
  - 2 What do these figures relate to?
    - a 25–28%
    - b 512
    - c 64
    - d 1,000
  - 3 What is Sanjit's final argument for investing in Bangalore?
- 5 Complete these sentences from Sanjit's presentation with the pairs of words in the list.
 

*go + leave    looked + move    mentioned + earned    look + figures*  
*notice + chart    looking + see    resulted + changes    turn + attention*

  - 1 I've briefly \_\_\_\_\_ at the background, so let's \_\_\_\_\_ on to some business facts.
  - 2 You will \_\_\_\_\_ on this \_\_\_\_\_ the breakdown of traditional industries.
  - 3 As I \_\_\_\_\_ earlier, this has \_\_\_\_\_ us the name 'India's Silicon Valley'.
  - 4 Let's \_\_\_\_\_ our \_\_\_\_\_ to some specific facts on the IT sector.
  - 5 \_\_\_\_\_ at this slide, we can \_\_\_\_\_ it is expected that Indian IT services will continue to grow ...
  - 6 And have a \_\_\_\_\_ at these \_\_\_\_\_: more than 1,500 software and outsourcing companies ...
  - 7 Before I \_\_\_\_\_ today, I'd like to \_\_\_\_\_ you with some food for thought.
  - 8 Investment in Bangalore has \_\_\_\_\_ in dramatic, positive lifestyle \_\_\_\_\_ for its people.
- 6 ▶ 7.3 Listen again and check your answers in 5.

» For more exercises, go to **Practice file 7** on page 118.

Tip | *food for thought*

Use the phrase *food for thought* with *leave* and *give* when you are giving someone some information which you would like them to consider carefully. *I'd like to leave you with / give you some food for thought ... this has resulted in dramatic lifestyle changes for its people.*