

Presentations

1A Do you give presentations in your company or studies? How do you feel about this?

B Work with a partner. What information would you tell potential customers in a company presentation? Use ideas from the box or your own ideas.

company history	location	prices	products/services
quality	unique selling point	other	

C Put the stages of a company presentation (a-f) in the correct order.

- | | | |
|---|---|-------|
| a | Questions | _____ |
| b | Your name and your company's name | _____ |
| c | Information about other products/services | _____ |
| d | Company history/background | _____ |
| e | Information about main product/service | _____ |
| f | Aim of the presentation | _____ |

2A  7.4.1 Watch a presentation on a company and their products and services. Answer the questions.

- 1 What is the aim of the presentation?
- 2 What product or service is the presenter selling?
- 3 Were the stages of the presentation in the same order as in Exercise 1C?

B Watch the presentation again. Are the statements *true* (T) or *false* (F)?

- 1 Web Trade Builder started in 2004.
- 2 They are the largest e-commerce company in Europe.
- 3 They have offices in three countries.
- 4 They sell services to over 20,000 companies.
- 5 They create payment services for online shops.
- 6 They can build websites for other companies.
- 7 Their credit card payment system doesn't work in all countries.
- 8 The payment system can store customer details.

3 Watch the video again. Choose the correct word.

- 1 So, good *morning* / *afternoon*.
- 2 The *aim* / *plan* of today's presentation is to *sell* / *introduce* our company and services.
- 3 First, I'll *tell* / *inform* you a bit more about the company's history.
- 4 *First* / *Finally*, we'll have a question and answer session at the end.
- 5 So let's *move on* / *start* with more information about the company.
- 6 We are the *biggest* / *best* provider of e-commerce services in Europe.
- 7 We're *based* / *located* in Birmingham, in the UK.
- 8 So let's *start* / *move on* to our products and services.
- 9 We can *build* / *develop* a complete website.
- 10 We *will* / *can* design a system that allows your customers to pay faster.
- 11 OK. So that's the *finish* / *end* of my presentation.
- 12 Does anyone have any *questions* / *comments*?

PRESENTING

Introduction

So, good morning everyone. I'm ... , Sales Director at ...
Thank you for attending this presentation.
The aim of today's presentation is to ...

Giving the agenda

First/Then/Finally
I'll tell you about ...
I'll explain ...
I'll talk about ...

Introducing the company

We are the ... provider of ...
We're based in ...
We have offices in ...
We provide a range ...

Changing topic

So,/OK, ...
Let's start with ...
Let's move on to ...
Now let's talk about ...

Explaining what you offer

We can / We'll start fixing
your car immediately.

1 7.02 Put the sentences from the beginning of a presentation in the correct order. Then listen and check.

- a ☐ Thank you for attending this presentation.
- b ☐ Finally, we'll have a question and answer session.
- c ☐ First, I'll tell you about our traditional product range.
- d ☒ So, good morning everyone. I'm Theo Robson, Sales Director at Lucy's Luxury Leather.
- e ☐ Then, I'll explain our new range and how you can present it to our customers.
- f ☐ The aim of today's presentation is to introduce our new product range.

2 7.03 Choose the correct option. Then listen to the second part of the presentation and check.

Let's start ¹*at / with* more information about our traditional product range. Lucy's Luxury Leather started in 1972 and we are the ²*bigger / biggest* provider of traditional leather bags in the country. We're ³*based / built* in Worcester, UK, and we also have offices in Spain and Portugal. We ⁴*give / provide* a range of leather goods including purses, wallets, belts and bags. Let's look at some of our best-sellers now. Here, for example, are the Kensington belt and the Luxury bag ...

So that's the traditional range. Now, let's ⁵*go into / move onto* our new range aimed at a younger customer. Let's talk ⁶*about / onto* our typical younger customers. We ⁷*can / can't* create a range for this group and grow the business. ⁸*We'll / We* offer an original and modern range of leather goods for young customers. We think the Graduate wallet and the Casual belt will be very popular.

3 7.04 Complete the presentation with one or two words in each gap. Use Exercises 1 and 2 to help you. Then listen and check.

So, ¹_____ everyone. For staff who are new to the company, I'm Sophie Dean, Marketing Director here at Lucy's Luxury Leather. The ²_____ this presentation is to introduce our new online shop. ³_____, I'll talk about our present system and tell you about why we need to improve it. ⁴_____, I ⁵_____ our new system and how it can help you. ⁶_____, we'll have a question and answer session at the end.

So, ⁷_____ start with our present online shop ...

4 Match the sentence halves for giving a presentation.

- 1 For the introduction to a presentation,
 - 2 To introduce your company,
 - 3 To give the agenda,
 - 4 When you want to change topic,
 - 5 To explain what you offer,
-
- a say when it started, where it is based and what it provides.
 - b say *good morning / afternoon*, thank people for attending and tell them the aim of the presentation.
 - c say *we can* + verb or *we'll* + verb.
 - d use *let's move onto*, *let's talk about* and *let's look at*.
 - e use *first*, *then*, *finally* and *will* + verb.

4 You work for Force Sport Cars. Use the notes to create a short presentation about the company and its products for an international car show.

COMPANY HISTORY

- Factory and head office – Spa, Belgium
- Force Sport started in 1987
- Fixed engines for motor-racing teams
- Launched own small sports car in 1992 for public roads

MAIN PRODUCTS

- Hand-built engines for motor-racing cars and motorcycles
- In our industry, our high-performance engines are the most reliable, quickest to build, lightest and last the longest
- Customer reviews – the best car for new racing teams

SERVICES

- Fix your motorsports cars and motorcycles
- Ship to us
- Replace engines and other parts with our quality products
- Team have over 30 years' experience / best in industry
- Make new engines and parts to meet customer requirements

5 Now imagine you are presenting your company and its products/services at a trade show. Use the questions to prepare a short presentation.

Company history

- 1 When did your company start? Where are you based? How many employees do you have at your main office / across the world? Why is your product/service good?

Products/Services

- 2 How can you help the customer? What are the main products/services that you provide? What other products/services do you provide? What do customers say about your products/services? When can you deliver the product/service?

7.2 /əʊ/ and /aʊ/

1A  P7.01 Listen and write the words in the correct place in the table.

~~down~~ found go house load now old out slow soap

 P7.01a /əʊ/	 P7.01b /aʊ/
	down

B  P7.02 Listen and check. Then practise saying the words.

2A  P7.03 Listen and tick (✓) the pairs of words that have the same vowel sound.

- | | | | | | |
|--------|------|--------------------------|----------|----------|--------------------------|
| 1 low | snow | ☐ | 4 grown | brown | ☐ |
| 2 show | how | ☐ | 5 follow | tomorrow | ☐ |
| 3 own | town | ☐ | 6 yellow | window | ☐ |

3  P7.04 Listen and complete the sentences.

- I got that _____ phone a long time ago.
- They _____ us the program at a lower price.
- There were _____ a thousand visitors at the show.
- How _____ going out tomorrow?

/p/, /b/, /f/ and /v/

1 Listen and repeat.

 P7.05 /p/ parcel petrol applicant support lamp rep

 P7.06 /b/ beans busy about distribution job

 P7.07 /f/ fee feature difficult offer life safe

 P7.08 /v/ value view advert level drive receive

2A  P7.09 Listen and underline the words you hear.

- | | |
|--------|--------|
| 1 back | pack |
| 2 bin | pin |
| 3 few | view |
| 4 safe | save |
| 5 past | fast |
| 6 copy | coffee |
| 7 blog | vlog |
| 8 best | vest |

1 P7.05 Listen and repeat.

- | | | |
|---------------------|------------------|--------------------|
| 1 difficult life | 5 buy petrol | 9 better value |
| 2 interview service | 6 safe driver | 10 application fee |
| 3 cheap shop | 7 receive offers | 11 special feature |
| 4 busy boss | 8 job advert | 12 pollution level |

2A P7.06 Listen and complete the words with one letter.

- | | | |
|-----------|------------|-----------|
| 1 ____ack | 3 sa ____e | 5 ____est |
| 2 ____ack | 4 sa ____e | 6 ____est |

3A P7.07 Listen and tick (✓) the sentences you hear.

- | | |
|---|--|
| 1 It's the wrong pin. ☐ | 3 It's a very interesting blog. ☐ |
| It's the wrong bin. ☐ | It's a very interesting vlog. ☐ |
| 2 Can I have another coffee? ☐ | 4 She drove fast. ☐ |
| Can I have another copy? ☐ | She drove past. ☐ |

B P7.08 Listen and practise saying the sentences in Exercise 3A.

4 P7.09 Listen and complete the sentences.

- 1 They provide very _____ services.
- 2 We built up a successful _____ business.
- 3 Do you have facilities to _____ and serve food?
- 4 Can you _____ the files after the break, please?