

Look at the steps for giving an effective presentation in promoting a product. Match them to phrases (a-i) below.

Steps for Winning Customers with Your Presentations

- 1 Welcome the audience
- 2 Introduce the subject and give a brief overview
- 3 Talk about the main product/service features
- 4 Explain the unique selling points (USPs)
- 5 Invite interest in the company (products/services)
- 6 Give promotional information
- 7 Offer incentives to try a product
- 8 Finish the talk
- 9 Show follow-up

a **Step 2**

I'd like to give you a short preview of my presentation ...

We'd like to introduce/show you our latest ...

b

I'll be glad/pleased to send you ... by next Monday.

I'll be in contact/touch with you in two weeks.

I look forward to doing business with you.

c

We stand out from our competitors because ...

Our USPs are ...

d

I'd like to welcome you to ...

Thank you for coming today.

My name's ...

I work for ... and I'm in charge of ...

e

Please feel free to pick up a brochure/leaflet/free sample.

We've got our promotional information and samples available here.

f

I'd like to offer a special introductory price/discount if you order today.

g

Our product range includes ...

The special highlights are ...

h

We'd be pleased/glad to have you as a new customer.

We'd welcome the chance to do business with your company.

i

I'd just like to sum up the main points of today's presentation ...