1 Introductions

You never get a second chance to make a first impression.



Aims

- How to introduce yourself
- What to say and what to do
- Why introductions are important
- PAPO – How to describe your project
- International business card etiquette

A How to introduce yourself

Quiz

What information do you like or need to give when you introduce yourself? Tick the boxes.

1	name	☐
2	address	☐
3	nationality	☐
4	qualifications	☐
5	job title	☐
6	company	☐
7	responsibilities	☐
8	company location	☐
9	purpose of visit	☐
10	family information	☐

LIVEWORKSHEETS

The elevator pitch

Imagine you are in the elevator of an office you are visiting. You recognize that an important client who does not know you is standing there. You have a maximum of 30 seconds to introduce yourself and make an impression. Think about what you will say. Then read the Briefing.

Briefing

Making a good first impression is an important skill but most people don't do it very well. They get confused. They say the wrong thing. They forget the most important information.

So what do you need to say? Remember these six things.

1	**Name**	Say your name CLEARLY. Pause between your given (first) name and your family name.
2	**Nationality**	Say where you come from. This may help people identify your accent and make you easier to understand.
3	**Job**	Say your job. Give your job title or say what your job is.
4	**Company**	Give the company name. Say which company you work for.
5	**Location**	Give the location of the company.
6	**Pitch**	Make a *pitch*. Give a reason for talking to the person. Say why you are here. Describe in one sentence your responsibilities. A *pitch* is what you do to make the other person interested in you.

Be careful about:

- shaking hands – maybe wait until they offer you their hand.
- making jokes – people can take them seriously, misunderstand or be insulted.
- asking people to do something – they may not be able to help or they may not want to. Don't alienate people, encourage them.

Listening

1 **Listen to seven people introducing themselves at an international conference. They did not include all the information about themselves. Put a tick if they gave the information. Which speaker gave all the necessary information?**

	Name	Nationality	Job	Company	Location	Pitch
Speaker 1						
Speaker 2						
Speaker 3						
Speaker 4						
Speaker 5						
Speaker 6						
Speaker 7						

LIVEWORKSHEETS

01 **2** **Listen again to the seven people and say if these statements are true or false.**

1 Speaker 1 is a human resources manager. True ☐ False ☐
2 Speaker 2 works for a petrol station company. True ☐ False ☐
3 Speaker 3 is based in London. True ☐ False ☐
4 Speaker 4 works in Edinburgh. True ☐ False ☐
5 Speaker 5's company has its headquarters in Stuttgart. True ☐ False ☐
6 Speaker 6 works in Europe. True ☐ False ☐
7 Speaker 7 works in Kerala, India. True ☐ False ☐

Business practice

02 **1** **Listen and repeat these sentences.**

Say hello	Hi, I'm (*your name*). Hello, my name's (*your name*). Good morning / Good afternoon / Good evening, my name's ... Can / May I introduce myself? My name's ...
Say where you are from	I'm from Rio de Janeiro in Brazil. I'm Brazilian. I come from Rio.
Say what your job is	I'm a project manager and IT specialist. I work as an accountant for a big US corporation.
Say where you work	I work for / with Petrobras, the oil and gas company.
Give the company's location	The company is based in Rio de Janeiro. We're located in a suburb of Stuttgart.
Say why you are here and what you are doing	I'm responsible for overseas suppliers and I'm here to make an agreement with a new contractor.

2 **Test yourself. Cover the sentences above and then complete these sentences.**

1 I'm responsible ..... sales in Eastern Europe.
2 ..... I give you my card?
3 The company is ..... in Switzerland.

LIVEWORKSHEETS

4 I'm ..... the USA.

5 I'm ..... to network.

6 I'm ..... for IT systems.

7 The company is ..... in the city centre.

8 Hi, may I ..... myself?

03 **3** **Listen to this introduction and repeat it. Try to copy the intonation.**

> Hello. May I introduce myself? I'm Alex Johnson. I'm from Leeds in the UK. I'm a systems analyst in IBM, based in Leeds, and I'm currently working with a team here to evaluate our new telecoms application.

Now record your own introduction. Don't forget to make your *pitch*. Listen to it and compare. Did you sound clear, interesting and friendly? If you can, ask a colleague or friend to listen to it to give you their opinion.

Business culture

People in different parts of the world have different customs when exchanging business cards.

Study this table. What is the etiquette where you live and work?

Europe	Asia
Give the business card at any time.	Offer the card first when you meet.
Don't do a special presentation.	Offer it with both hands, card facing outwards.
Give it with one hand or leave it on the table.	Read it carefully and comment.
Put it in a pocket or notebook.	Put it in a card holder.
Write extra information on it if you need to.	Never write on it.

What's the difference? In Europe, and also in the Americas, the business card is simply a means of follow-up contact. In Asia it is a ritual and a record of your business network. If you treat the business card seriously, it means you are serious about the people you are meeting.

LIVEWORKSHEETS