Listen to four conclusions and say which technique is used in which presentation (1–4).

Technique	Presentation
Call to action	☐
Story	☐
Question	☐
Quotation	☐

Which sentences (a–d) come from which presentation? Write the number of the presentation in the box. Then listen again and complete the gaps.

☐ a So, _____ this opportunity to get ahead of our competitors?

☐ b I'd just like to _____ former US president Bill Clinton once said: 'You can put wings on a pig, but you don't make it an eagle'.

☐ c _____. Set up an appointment with our project manager and our SAP consultant and we can work out the Best Practice solutions that suit your business.

☐ d _____ I told at the start of my talk. _____, the sales meeting in Vienna with the disappointed Japanese businessmen? ... _____ _____ that knowing your entire product range is the key to success.

LIVEWORKSHEETS