

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

Technique	Presentation
Call to action	<input type="checkbox"/>
Story	<input type="checkbox"/>
Question	<input type="checkbox"/>
Quotation	<input type="checkbox"/>

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.