

- C** Use the notes below to describe stages in the launch of a new car. Include passive and active structures. Use words like *first*, *next*, *then* and *finally*.
- |   |  |
|---|--|
| 1 designer – choose   | 8 new model – test – special roads   |
| 2 design – produce  | 9 deal with problems – costly if problems serious                          |
| 3 model – build   | 10 journalists – invite – test-drive model                                 |
| 4 modifications – make<br>R & D department and engineers                | 11 reviews – write – by journalists – major newspapers and car magazines   |
| 5 design – modify   | 12 model – display – famous motor exhibition – Geneva or London Motor Show |
| 6 prototype – build   |  |
| 7 new engine – use – or existing<br>engine develop – can be very costly |  |

## Listening Presentation techniques



- A** 13.2 Listen to Eve Jones, an expert on presentations, and answer these questions.

- 1 What does Eve say you need to do to prepare for a presentation?
- 2 What can you do at the beginning of a presentation to attract people's attention?
- 3 What is a typical structure of a presentation?

- B** 13.3 Listen to the second part of Eve's talk and complete the sentences below.

- 1 Most people are ..... before a presentation.
- 2 Many people ..... the opening and that helps them calm their nerves.
- 3 Keep good ..... with your audience, even when using equipment.
- 4 It is important to develop a ..... with your audience to create a good atmosphere.
- 5 ..... can be useful to emphasise important points.
- 6 Avoid ..... in case your audience doesn't understand it.

## Skills Presenting

- A** Comment on the following statements. In your opinion are they:  
a) essential b) helpful c) unhelpful for a successful presentation?

- 1 Tell a joke at the beginning to relax the atmosphere.
- 2 Speak more slowly than you normally do.
- 3 Smile a lot.
- 4 Involve the audience.
- 5 Invite questions during the presentation.
- 6 Always keep to your plan.
- 7 Move around during your presentation.
- 8 Use gestures to emphasise important points.
- 9 Read out your presentation from a script.
- 10 Stand up when giving your presentation.

- B** What other useful techniques do you know for giving a presentation?

- C** 13.4 Listen to a presentation addressed to a company's sales team about the launch of their new chocolate bar. Tick the expressions in the Useful language box that you hear.

*Jargon*

the drawing board. More work is done and there is a breakthrough – a solution is found. The product can be retested and then, hopefully, manufactured. The company will apply for a patent for the design so that others cannot copy it and steal the idea.

### 13.2 (EJ = Eve Jones)

EJ When you make a presentation, the first stage is to plan it. You should start by thinking about your audience – who they are, what they know about the subject and what they expect from you. Think also about what their attitude will be to you. Will they be interested, enthusiastic, cooperative or perhaps critical? Are you presenting to a group from your own culture or to people of different cultures? All these factors will influence the way you approach the presentation. If possible, try to visit the room where you're going to give the talk. Check the equipment and make sure your voice carries to the back of the room if you don't use a microphone. Look at the seating arrangements and make sure they are what you want. You also want to feel comfortable and relaxed when you're presenting.

You're now ready to prepare what you are going to say. Stage one is the opening. A good opening is essential as you will be nervous and you need to grab the attention of the audience. You start by introducing yourself and then you use a technique to get the audience's interest. We call this the 'hook' which focuses the audience's attention on what you're saying. You can do this in various ways. You can: ask a question; use a famous quotation; use a striking visual image; appeal directly to the audience's interests or needs.

Once you have the audience's attention, you should tell them the structure of your presentation. You give them a map of the talk, with signposts along the route, so they know what you will cover in your talk.

After the opening and a brief introduction of your subject, you come to the main body of your presentation. Then you have a conclusion during which you summarise your key points, and give your final opinion and recommendations. After that, it's the question and answer session.

### 13.3 (EJ = Eve Jones)

- Some tips now about how you deliver the presentation. How you actually perform it.
- Firstly, what about the opening two minutes? You'll be very nervous, almost everyone is. Some people deal with this by writing down the opening two minutes, marking the stresses and pauses, and practising it again and again. They memorise the opening and that helps to calm their nerves.
- Rehearse your presentation, using the equipment you will use when you do the real thing.
- Have a back-up plan. What will you do if your projector doesn't work? If your computer crashes? If you cannot find your slide tray because you left it at the hotel?
- Keep good eye contact with your audience at all times, even when you use Powerpoint or the OHP for visual effects. Eye contact will help you show that you are speaking to the audience, not at them.
- You need to build a rapport with the audience, and to develop a warm and friendly relationship with them. Enthusiasm is important. If you are enthusiastic, your audience will be too.
- The right body language is important. Generally speaking, it's better to stand than sit when making your presentation.
- Avoid repetitive, annoying gestures. But dramatic gestures can be effective when you make key points.
- Vary the speed of your voice – a pause is often very effective.
- Vary your intonation – change the pitch of your voice, by using a high or low tone.
- Vary the volume of your voice – you can speak loudly or quietly to attract your audience's attention.
- Follow the KISS principle – keep it short and simple.
- Use short words and sentences.
- Don't use jargon unless your audience understand it.
- Generally present concrete facts rather than abstract ideas.
- Give examples to support your points.
- Use visuals which can be seen by all the audience. Don't put too much on a single transparency or slide. Visuals add variety and interest to your talk.
- Finally, end with a BANG!
- Give the audience some memorable words or phrases which sum up your key messages. Or use a visual or slide which will remain in the memory of your audience.
- Thank them for giving up their time to attend your presentation and ask the audience if they have any questions.

- Remember, a presentation is a performance. What you say is important, but how you say it is even more important.

### 13.4

Good morning everyone, thanks for coming to my presentation. I know you're all very busy, so I'll be as brief as possible. OK then, I'm going to talk about the new chocolate bar we're putting on the market, the Frejus premium bar. I'll tell you about the test launch we carried out in the southwest of England a few weeks ago.

My presentation is divided into three parts. First, I'll give you some background about the launch. After that, I'll tell you how we got on and assess its effectiveness. Finally, I'll outline our future plans for the product. If you have any questions, don't hesitate to ask. Right, let's start with the background to the launch. As you know, Frejus is an orange and nut bar with a distinctive taste. It's been thoroughly tested in focus groups and special attention was paid to packaging. It's wrapped in a metallic foil. The colours are rich, strong, to give high visual impact. OK everyone? Yes, Johan, you have a question.

So, that's the background. Right, let's now move on to the test launch. How successful was it? Well, in two words, very successful. If you look at the graph, you'll see the bar's actual sales compared with forecast sales. Quite a difference isn't there? The sales were over twenty percent higher than we predicted. In other words a really good result. Well above our expectations. The sales show that the pricing of the product was correct. And they show that, as a premium line, the Frejus bar should be successful nationwide. To sum up, a very promising test launch. I believe the bar has great potential in the market. Right, where do we go from here? Obviously, we'll move on to stage two and have a national advertising and marketing campaign. In a few months, you'll be visiting our sales outlets and taking orders, I hope, for the new product.

Thanks very much. Any questions?

## 14 Competition

### 14.1 (I = Interviewer, IB = Ian Barber)

- I The credit card business is highly competitive. How do you stay ahead of your competitors?
- IB Well, it's certainly true to say that in the UK especially, the credit card market these days is hugely competitive. When Barclaycard launched in 1966 we were the only credit card in the UK and it took some ten or twelve years before we even saw one other competitor in the UK market. Today, if you apply for a credit card in the UK, you can choose between maybe one thousand, one and a half thousand different cards from different providers. So there is a huge amount of competition out there. The way that Barclaycard tries to maintain a difference to all the rest and tries to stay competitive, er, we do that in a number of ways. Firstly, we have a brand – a very strong brand in the UK market – which is fairly unique for the credit card market. We've invested in that brand over a long period of time and certainly it has a level of recognition and stature that our competitors just don't have. We also obviously need to compete on price. We need to make sure that we're always competitive on price. That doesn't necessarily always mean being the very cheapest. We have a tradition of providing our customers with extra value features and services on their cards, er, which we will continue to do. And we need to innovate. We need to make sure that when things change in the credit card market – people always want what's new and what's exciting – and if you can be the company that provides that for them, er, then you're going to succeed. But ultimately, er, the way that we stay competitive is to keep hold of our customers, and the way that you do that is by offering them good service. Most people are very happy to have a credit card and to pay a reasonable sum for that credit card. The reason they will leave you is if you annoy them. So the more we can do to provide good service, look after our customers when they're with us, the more competitive we stay.

### 14.2 (I = Interviewer, IB = Ian Barber)

- I Does competition always lead to better goods and services, and to better value for customers?
- IB I think that broadly, yes, competition does provide more services and more goods for customers, and it's really a question of choice. When you look in the credit card market for example, we're seeing that customers increasingly don't always want to borrow on a credit card. They may look to other forms of borrowing, whether that's a straightforward loan, whether that's some finance from a store, from