

C3.4 Model version

PRESENTER: With the increasing globalisation of business, it's essential to select the right people for overseas assignments. And in this presentation, I'd like to look at the factors involved when identifying personnel to work abroad.

I'll be looking at four points. First, the costs of sending our people abroad. Second, the reasons why so many people return home before the end of their contracts. Third, the characteristics of a good assignee. And finally, I'll spend some time talking about the selection and orientation procedures we've developed to deal with this task.

D How to create interest

D1

1. ... some of you ... and noticed ...
2. we have ...
3. Did you know ... is equivalent ... a city the size ...
4. ... eight out of ten ...

D1

Refer to tape A1 (introduction 3) for the full tapescript.

D3.1 Model version

- a. Did you know that six out of ten executives in our company can expect to suffer from stress during their working lives?
- b. Each of you will spend around a third of your life sleeping, which is, when you think about it, a significant part of your life.

D3.2 Model version

PRESENTER: On a recent visit to Japan, I was greatly surprised to see a German car, a BMW, prominently displayed in Tokyo's main airport. I was even more surprised to see so many left-hand drive Mercedes in Tokyo itself, especially as the Japanese today drive on the left. Clearly, there's a lucrative market for quality foreign cars. So I will be presenting Japan as a new and attractive market for our range of prestigious sports cars, and as the solution to the downturn in our US business.

D3.3

1. As you know ... we've been using ...
2. ... us ... it is not enough simply ...
3. ... our ...

D3.3

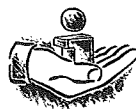
Refer to tape A1 (introduction 4) for the full tapescript.

D3.4 Model version

This morning I'd like to present the findings of a study into people's sleep habits. I'm sure this will be of great interest to everyone here, especially when you consider that each of us will spend about a third of our life sleeping.

In fact, this study suggests that the amount of time an individual spends asleep is inversely related to salary. In other words, by offering employees more money we encourage them to substitute work for sleep.

In the first part of my presentation we'll be looking at these surprising findings in more detail. Then, we can discuss the implications for executive stress.



UNIT 2

The informative presentation

giving presentations

A Preparation

- | | |
|-----------------------------------|---|
| B What to say | Describing and analysing performance |
| C How to organise the information | Signposting the route |
| D How to create interest | Using rhetorical questions |
| | Contrasting statements of fact and comments |
| E Activities | |

A Preparation

The main purpose of many business and technical presentations is to give the audience information or facts, for example, about the performance of a particular product.

The visuals below are from an informative presentation given at an international sales meeting of the Marwell Food Group.

Look through the two OHP transparencies and complete the statements on the right.

CONSUMER PURCHASES IN THE UK

TOTAL FIZZY DRINK MARKET -3%

TOTAL LEMONADE MARKET -7%

AQUA-SPARKLE

North	-1%	Midlands	-7%
South	-14%	Scotland	-6%

1. The overall performance of the lemonade category was

2. The best performance was in

3. Consumer purchases were seven per cent last year's figures across the country.

YEAR TO DATE SALES PERFORMANCE OF AQUA-SPARKLE


6 MONTHS' SALES

LITRES 000	YTD	LYTD	VAR	PLAN	VAR VS PLAN
National Grocers	24500	23500	+4%	24500	0%
Independent Grocers	3250	3750	-13%	3800	-14%
Neighbourhood Stores	9500	9700	-2%	10000	-5%

Key: YTD = Year to date LYTD = Last year to date VAR = Variance


4. The most solid performance was in the sector.

5. The Independent Grocers sector was per cent down on last year.

Check your answers in the key 

B What to say – Describing and analysing performance

B1 Focus

 Listen to tape B1.

You will hear four extracts from the presentation in which the UK Sales Manager analyses the performance of Aqua-Sparkle over the last six months.

As you listen, complete the missing words in each extract. Then read the notes on the right.

Extract 1

A key area of concern is the southern region where purchases 14 per cent.

..... Gives explanation
..... decline reduced disposable income

in this area very high interest Expands explanation
rates, high
commitments on mortgages and other types of loans.

Notes

Describes the trend

Gives explanation

Expands explanation

The informative presentation

Extract 2

First, the National Grocers. This sector Describes the trend
..... the

with a last year.

A Gives explanation

..... the one-pack promotional campaign within National Grocers, which is clearly having the desired effect on sales. Adds comment

Extract 3

In the second sector, Independent Grocers, the brand Describes the trend and comments on it
..... As you can see, the rate of sales

..... last year, and several customers have actually delisted Aqua-Sparkle, which is obviously a very worrying trend.

..... here Gives explanation
price. Competitors have been discounting heavily with a

..... in retail shelf-price. This means Expands explanation
that now, in this sector, Aqua-Sparkle is priced much higher than the competition.

Extract 4


... gross profit Describes the trend

..... with the profit per litre up 2.7p on last year.

..... two for

..... a better control of discounts. Gives first explanation
As I said, we're deliberately not discounting in order to maintain the premium positioning of the brand. Expands explanation

..... we've managed to achieve a reduction in packaging costs. Gives second explanation

Check your answers in the key 

B2 Summary

Describing performance to date

The brand performed	well. ahead of the market. poorly.
The sector has shown	good growth. considerable improvement. the most solid performance.
Sales	are up are down have dropped
	by 14 per cent on last year.

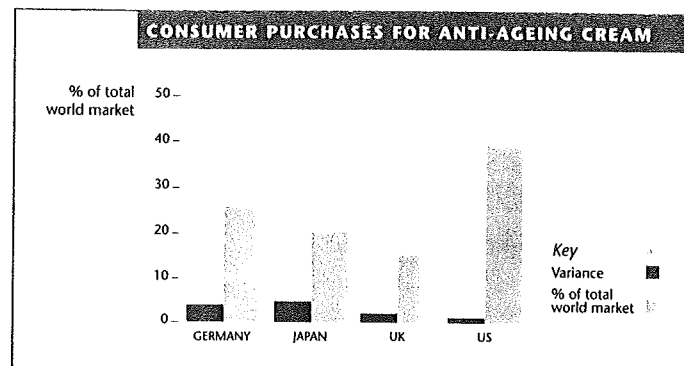
Analysing performance

- Here are some useful expressions if you want to give *one* main reason.
The main explanation for this is ...
A particular reason is ...
A key problem is ...
- Here are some useful expressions if you want to give *more than one* main reason.
There are two reasons/explanations for this. First, ... Second, ...
This is/can be explained by two factors. Firstly, ... Secondly, ...
This is due to ... and also to ...
One reason for this is ... Another reason is ...

B3 Tasks

1. The OHP transparency below is from a presentation reviewing the performance of anti-ageing creams.

Study the information on the OHP transparency.



What would you say to describe the performance of anti-ageing creams in the markets below?

Follow the example.

Market	Performance
Germany	Good growth, sales up ten per cent
The German market has shown good growth with sales up by ten per cent on last year. or The German market has shown good growth with a ten per cent increase in sales.	
a. Japan	Ahead of the market
b. UK	Disappointing, four per cent increase
c. US	Poorly, slight increase of two per cent

Check your answers in the key

2. The notes below summarise three main points for a presentation reviewing the performance of chocolate products.

What would you say to develop each point?

Follow the example.

Point 1

Describe trend

First explanation

Second explanation

Slight decrease in chocolate consumption.

General change in eating habits, with a move away from sweet things.

Increasing pressure from health lobbies.

There's been a slight decrease in chocolate consumption. One reason for this is a general change in eating habits, with a move away from sweet things. Another reason is increasing pressure from health lobbies.

Point 2

Describe trend

First explanation

Expand explanation

Market for boxes of chocolates always difficult.

Seasonal market.

Major sales around Christmas – lower sales volume for the rest of the year.

Point 3

Describe trend

Add comment

First explanation

Sales of bags of chocolates well below target.

Very disappointing result.

A lot of production problems at the start of the year.

Second explanation

High level of competition.

Now listen to model versions on tape B3.2.

C How to organise the information – Signposting the route

C1 Focus

In longer presentations it is very important to make the structure of your presentation clear to the audience. One way to do this is to *signpost* the different parts of the presentation, showing where each main part begins and ends.

Study the plan below. It shows the structure of the presentation for Aqua-Sparkle.

Presentation plan

Part 1	Market Overview
Part 2	Brand performance of Aqua-Sparkle
Point 1	Sales performance in three types of outlets <ul style="list-style-type: none"> a. National Grocers b. Independent Grocers c. Neighbourhood Stores
Point 2	Profitability of brand
Part 3	Outlook for the future

- Listen to tape C1. You will hear the presenter giving the presentation about Aqua-Sparkle. Notice the phrases and sentences the presenter uses to introduce each main part of the presentation and to move from point to point.

Complete the phrases and sentences following the notes on the right.

Phrases and sentences

..... an overview of the total market for lemonade drinks ...

..... the brand performance of Aqua-Sparkle ...

....., that's the

for Aqua-Sparkle, and

..... the brand's performance in

each of the three types of retail outlet ...

..... the profitability of the brand? ...

Notes

Introduces the first part
– market overview

Moves to the second part
– brand performance

Summarises and moves to
first point – performance
in different outlets

Moves to the second point
– profitability

overview of the current situation, and

my

the outlook ...

Check your answers in the key

C2 Summary

Signposting the route through a presentation

- In a longer presentation it is useful to signpost the presentation to show where one part ends and a new one starts. This helps to orientate the audience by making the structure of the presentation clearer to follow.
- Here are some useful phrases and sentences.
 - I'll begin by ... (+ verb in the ...ing form)
 - Let's start with ... (+ noun)
 - If I could now turn to ...
 - My next point is ...
 - Now, turning to ...
 - Now, what about ...?
 - Let me now move on to ...

Using summaries

- Particularly in longer presentations include summaries.
- Give them at the end of major parts of your presentation or after a key point.
- Use them as check points to summarise or draw a conclusion before you move on to a new point.
 - So that's the general picture for ... and now let's look at ...
 - That completes my overview of ... so now I'd like to move on to ...



C3 Tasks

1. The plan below is for a presentation reviewing performance of chocolate products. Study the plan.

Presentation plan

Part 1	Levels of chocolate consumption.
Part 2	Performance of three product segments.
<i>Point 1</i>	Performance of two segments: chocolate bars, boxes of chocolates.
<i>Point 2</i>	Performance of bags segment.
Part 3	Outlook for the future.

- a. Complete the phrases the presenter uses to make the structure of her presentation clear to the audience. Match the phrases below 1–5 with phrases i–v.

Follow the example.

- | | |
|---|---|
| 1. Now turning to _____ | i. our two top performing segments. |
| 2. That gives you an overview of how the three product segments have performed, | ii. and now I'll move on to the outlook for the future. |
| 3. I'll start with _____ | iii. the performance of our three product segments, in terms of market share. |
| 4. Before analysing the performance over the last 12 months, | iv. the remaining segment, bags of chocolate. |
| 5. So now, if we could look at _____ | v. I'd like to give you some facts about levels of chocolate consumption. |


- b. Look at the presentation plan above. Put the sentences in the correct order for the presentation.

Check your answers in the key 

2. The plan on page 29 is for a presentation in which the presenter informs the audience about how her company selects and orientates employees for overseas jobs. Study the plan.

Presentation plan

Part 1	Costs of sending our people to work abroad.
Part 2	Reasons why so many people come back before the end of their contracts.
Summary	Given high costs – very important to choose right kind of person.
Part 3	Characteristics of a good assignee.
<i>Point 1</i>	Personal attributes.
<i>Point 2</i>	Type of work experience which is useful for jobs abroad.
Summary	Completes the picture of kind of person we are looking for.
Part 4	Our selection and orientation procedures.

-  Listen to tape C3.2.

You will hear six instructions asking you to introduce the different parts and points in the presentation. Make your response after each instruction.

You will then hear a model version.

Example

Instruction 1 Introduce the first part of the presentation


Your response

Model version **Let me start with some facts about the costs of sending our people to work abroad.**

D How to create interest – Using rhetorical questions

D1 Focus

A useful device for involving the audience in your presentation is to ask rhetorical questions, questions which the presenter does not expect the audience to answer.

-  Listen to tape D1. You will hear an extract from another version of the presentation about Aqua-Sparkle.

In this version the information is the same, but the presenter includes rhetorical questions to link some of the points he is making.

What rhetorical questions does the presenter use to connect these points?

Follow the example.

Point 1	Point 2	Rhetorical question
The solid performance in the National Grocers sector.	The reason	<i>How can we explain this?</i>
a. The poor performance of the Independent Grocers and the delisting of Aqua-Sparkle by some customers.	The reason
b. The fact that Aqua-Sparkle is priced higher than the competition.	The solution

Check your answers in the key 

D2 Summary

Using rhetorical questions

- Rhetorical questions are useful devices. They give one-way communication the appearance of a dialogue with the audience.
- Use rhetorical questions to:
 - build links between the various points in your presentation.
 - help keep the audience interested.
 - make the audience feel involved in your presentation.
- Here are some examples of rhetorical questions:

Sales are down on last year.

*What's the explanation for this?
How can we explain this?
What can we do about it?
How will this affect us?
What are the implications for the company?*

D3 Tasks

- I. Use a rhetorical question to link the ideas below.

Follow the example. You may need to rephrase the wording in the second idea.


Example


- a. **Idea 1** Recently there's been a surge in European sales to Japan.
Idea 2 This increase reflects Japanese affluence and a recently acquired taste for luxury cars and designer label products.

Recently there's been a surge in European sales to Japan. Why is this? Firstly, it reflects Japanese affluence. And secondly, a recently acquired taste for luxury cars and designer label products.

- b. **Idea 1** With the downturn in the US car market, our sales have dropped considerably.
Idea 2 One solution would be to reduce production.

Check your answers in the key 


-  2. Listen to tape D3.2 You will hear model versions of the last exercise.

-  Notice how the presenter pauses slightly after each rhetorical question.

S/He does this to create impact and give his/her audience just enough time to think about the answer to the question. S/He does not expect an actual answer.

3. The notes below are from two different presentations.

How would you connect the ideas in each set of notes? Include rhetorical questions as links between the different ideas.

-  If possible record your answers.

a.

Notes from presentation 1

Project now two months behind schedule.

Reason

- Bad weather conditions in the early part of the year.
- Problems with our main sub-contractor.

b.

Notes from presentation 2

Last week another accident in our bottling plant in France.
 Nobody hurt / production held up for two days / cost company a lot of money.


Action to prevent further accidents

- Check all equipment.
- Improve safety procedures.



Now listen to tape D3.3. You will hear the two sets of notes developed as extracts from presentations. Compare your versions with the versions on the tape.

Contrasting statements of fact and comments

-  4. Listen to tape D3.4.

You will hear three short extracts from the presentation about Aqua-Sparkle. In each of the extracts in the table on page 32 the presenter gives some facts about the performance of Aqua-Sparkle and then comments on it.



Notice how the presenter pauses before commenting on the facts he is giving.

He does this to help his audience differentiate between purely factual analysis and his more subjective comments.

Fact/Trend	Comment
a. ... several customers have actually delisted Aqua-Sparkle,	which is a very worrying trend.
b. ... can be attributed to the recent sales drive in the area.	And we're confident that the performance is finally beginning to turn around.
c. ... we are, in fact, ahead of our target.	This is clearly a very encouraging result.

5. Explain the trends below and add comments. Make sure you pause in the correct place to distinguish the factual information from the personal comment.

Follow the example. The pause is marked .

If possible record yourself.

Fact/Trend	Comment
Launch the BX40 next month.	Confident turn performance round.
<i>The BX40 will be launched next month. And we are confident it will turn our performance round.</i>	
a. The car market still buoyant.	Surprising considering the economic climate.
b. Sales off target by eight per cent.	Very disappointing result.
c. The plan is to trial the drug in September.	We feel too soon.

Now listen to tape D3.5. You will hear presenters describe the facts and trends and comment on them.

E Activities

1. Stage 1

Choose one of the topics below.

~ Safety systems ~ Transport ~ Energy ~ Advertising ~ Magazines
~ Business travel ~ Competition ~ Office design

Stage 2

Brainstorm the topic. Make brief notes of any ideas which come into your head.

Stage 3

Your purpose is to inform the audience on an aspect of the topic. Decide on the theme and main points for the presentation.

Stage 4

Decide how to develop the points to give a clear shape to the presentation. Include transitional phrases or sentences to make the structure of your presentation clear.

Stage 5

Give the presentation. If possible record yourself.

Use the checklist below to help you evaluate your presentation.

CHECKLIST

Did you:

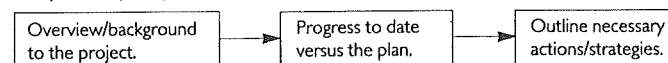
- State the purpose of the presentation?
- Signpost the points to be developed?
- Make it clear where the main points in the presentation start and end?
- Use summaries to make the link between what has gone before and what is to follow?

Yes/No

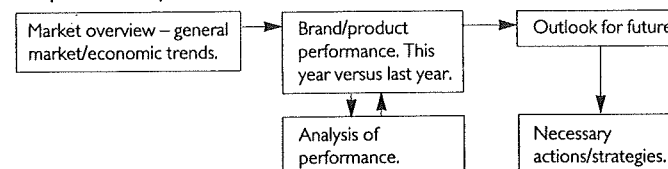
Example phrases

2. Choose one of the frameworks as a basis for your own presentation.

a. Topic – Project update



b. Topic – Product performance review



Answer key

A Preparation

1. poor/disappointing
2. the North
3. below
4. National Grocers
5. 13

B What to say

B1

Extract 1

PRESENTER: A key area of concern is the southern region where purchases **have dropped by 14 per cent**. **The main explanation for this decline is reduced disposable income in this area due to** very high interest rates, **and also to** high commitments on mortgages and other types of loans.

Extract 2

PRESENTER: ... and now let's look at the brand's performance in each of the three types of outlet. First, the National Grocers. This sector **has shown the most solid performance** with a **considerable improvement on** last year. **A particular reason for this is the one-pack promotional campaign within National Grocers**, which is clearly having the desired effect on sales.

Extract 3

PRESENTER: In the second sector, Independent Grocers, the brand **performed badly**. As you can see, the rate of sales **is well down on** last year, and several customers have actually delisted Aqua-Sparkle, which is obviously a very worrying trend. **The key problem here is price**. Competitors have been discounting heavily with a **consequent reduction in** retail shelf-price. This means that now, in this sector, Aqua-Sparkle is priced much higher than the competition.

Extract 4

PRESENTER: ... gross profit **is showing good growth** with the profit per litre up 2.7p on last year. **There are two reasons for this. First**, a better control of discounts. As I said, we're deliberately not discounting in order to maintain the premium positioning of the brand. **Second**, we've managed to achieve a reduction in packaging costs.

B1

See tapescript B1 above. The missing words are in bold.

B3.1 Model version

- a. Japan is performing ahead of the market.
- b. The performance of the UK market has been disappointing with an increase of just four per cent on last year/with sales up by only four per cent on last year.
- c. The US/US market performed poorly with a slight increase of only/just two per cent.

B3.2 Model versions

Point 1

PRESENTER: There's been a slight decrease in chocolate consumption. One reason for this is a general change in eating habits, with a move away from sweet things. Another reason is increasing pressure from health lobbies.

Point 2

PRESENTER: The market for boxes of chocolates is always very difficult. This is mainly because it's a seasonal market, with major sales around Christmas, but a much lower volume of sales for the rest of the year.

Point 3

PRESENTER: Sales for bags of chocolates were well below target, which is very disappointing. There are two reasons for this poor result. First, we had a lot of production problems at the start of the year. Second, the high level of competition.

C How to organise the information

C1

PRESENTER: I'd like to start with an overview of the total market for lemonade drinks. If you look at this chart you can see lemonade continues to perform poorly with consumer purchases down by seven per cent across the country. And you can also see that lemonade continues to perform worse than the fizzy drinks market as a whole, which is only down three per cent. A key area of concern is the southern region where purchases have dropped by 14 per cent. The main explanation for this decline is reduced disposable income in this area due to very high interest rates, and also to high commitments on mortgages and other types of loans. At the moment the north is outperforming the market as a whole, down only one per cent. But, the fact is, this region only accounts for 12 per cent of our lemonade sales. So, the overall performance of the lemonade category has not been very good and, unfortunately, the general outlook is no better with declines likely to continue well into next year.

Let me now turn to the brand performance of Aqua-Sparkle and look at our six months' sales performance in different types of outlet – National Grocers, Independent Grocers and Neighbourhood Stores. Looking at the chart now you'll see that, at first glance, the performance for the first part of the year is disappointing with sales three per cent down on plan, especially against last year's performance when the brand showed a one per cent increase. But in fact, this three per cent decrease is a considerably better performance than the lemonade category as a whole, which you'll remember, was seven per cent down on last year. **So, that's the general picture for Aqua-Sparkle, and now let's look at the brand's performance in each of the three types of retail outlet.**

First, the National Grocers. This sector has shown the most solid performance with a considerable improvement on last year. A particular reason is the one-pack promotional campaign within National Grocers, which is clearly having the desired effect on sales. In the second sector, Independent Grocers, the brand performed badly. As you can see, the rate of sales is well down on last year, and several customers have actually delisted Aqua-Sparkle, which is a very worrying trend. The key problem here is price. Competitors have been

discounting heavily with a consequent reduction in retail shelf-price. This means that now, in this sector, Aqua-Sparkle is priced much higher than the competition. One obvious solution would be to follow the lead of our competitors and discount Aqua-Sparkle, but we have decided not to do this as it would affect the brand's premium positioning, which we want to maintain. So in this particular sector, Independent Grocers, we can see further declines being likely.

That leaves the final sector which is Neighbourhood Stores. Here the sales for the year so far are five per cent behind the plan and two per cent behind the equivalent period for last year. But this result is not as disappointing as it first appears, and in fact represents a one per cent improvement on the first quarter. This slight improvement can be attributed to the recent sales drive in the area. And we're confident that the performance is finally beginning to turn around.

Now, what about the profitability of the brand? As this chart shows, in spite of some of the problems I've mentioned, gross profit is showing good growth with the profit per litre up 2.7p on last year. There are two reasons for this. First, better control of discounts. As I said, we're deliberately not discounting in order to maintain the premium positioning of the brand. Second, we've managed to achieve a reduction in packaging costs. So, if you look at our total gross profit, you'll see that we are, in fact, eight per cent ahead of our target. This is clearly a very encouraging result.

So, that completes my overview of the current situation and, now I'd like to move on to the outlook for the future of the market as a whole, and Aqua-Sparkle in particular.

C1

See tapescript C1 above. The missing words are in bold.

C3.1

- a. i. iv 2. ii 3. i 4. v 5. iii
- b. 4 5 3 1 2

C3.2

Instruction 1 Introduce the first part of the presentation.

Your response

Model version **Let me start with some facts about the costs of sending our people to work abroad.**

- Instruction 2 Move to the second part of the presentation.
- Your response
- Model version **Now, let's look at the reasons why so many of our people come back before the end of their contracts.**
- Instruction 3 Give an interim summary and move onto the third part of the presentation.
- Your response
- Model version **Given the high costs, it's obviously very important to choose the right kind of person for an overseas job. So, now I'd like to talk about what makes a good assignee.**
- Instruction 4 Move to the first point.
- Your response
- Model version **First, what about personal attributes?**
- Instruction 5 Move to the second point.
- Your response
- Model version **My second point is about the type of work experience, which is useful for jobs abroad.**
- Instruction 6 Give an interim summary and move to the final part
- Your response
- Model version **That completes the picture of the kind of person we're looking for, so let me now explain our selection and orientation procedures.**

D How to create interest

D1

- So, what's the reason for the disappointing performance?
- What can we do about this?

D1

So that's the general picture for Aqua-Sparkle, and now what about the brand's performance in the three types of retail outlet? First, the National Grocers. This sector has shown the most solid performance with a considerable improvement on last year. **How can we explain this?** A particular reason is the one-pack promotional campaign within National Grocers, which is clearly having the desired effect on sales. In the

second sector, Independent Grocers, the brand performed badly. As you can see, the rate of sales is well down on last year, and several customers have actually delisted Aqua-Sparkle, which is a very worrying trend. **So, what's the reason for the disappointing performance?** The key problem here is price. Competitors have been discounting heavily with a consequent reduction in retail shelf-price. This means that now, in this sector, Aqua-Sparkle is priced much higher than the competition.

What can we do about this? One obvious solution would be to follow the lead of our competitors and discount Aqua-Sparkle, but we've decided not to do this as it would affect the brand's premium positioning, which we want to maintain.

D3.1 Model version

- Recently there's been a surge in European sales to Japan. Why is that? Firstly, it reflects Japanese affluence. And secondly, a recently acquired taste for luxury cars and designer label products.
Other rhetorical questions: What's the explanation/reason? How can we explain this dramatic/rapid increase?
- With the downturn in the US car market, our sales have dropped considerably. What can we do about this? One solution would be to reduce production.
Other rhetorical questions: What's the solution (to this)?

D3.2

See key D3.1 above for the full tapescript.

D3.3 Model version

- The project is now running two months behind schedule. What is the reason for the delay? It's mainly due to the bad weather conditions in the early part of the year. And also to the problems we've had with our main sub-contractor.
- Last week we had yet another accident in our bottling plant in France. Fortunately nobody was hurt, but production was held up for two days, which cost the company a lot of money. **What can we do to prevent further accidents?** First, we need to check all the equipment. And then look at ways of improving our safety procedures.

D3.4

- As you can see, the rate of sales is well down on last year, and several customers have actually delisted Aqua-Sparkle, which is a very worrying trend.
- This slight improvement can be attributed to the recent sales drive in the area. And we're confident that the performance is finally beginning to turn around.
- So, if we look at our total gross profit, you'll see that we are, in fact, ahead of our target. This is clearly a very encouraging result.

D3.5

The BX 40 will be launched next month. And we are confident it will turn our performance round.

- The car market is still buoyant which is surprising considering the economic climate.
- Sales were off target by eight per cent which is a very disappointing result.

or

Sales were off target by eight per cent. This is a very disappointing result.

- The plan is to trial the drug in September. We feel that's too soon.

or

The plan is to trial the drug in September which we feel is too soon.