



沪江英语绿宝书之

BEC Vantage Speaking(1)

“What do you think of the price?”

– 表述观点

In my opinion; As far as I’ m concerned; I suppose; I believe; It is true that ...(but); My point of view is that

“I suppose” ...

→ “because” ...

→ “for example” ...

As far as I am concerned, the price is a bit too low. Compared with other skin-care products, our price is definitely below the average. I’ m sure the consumers are willing to pay a bit more for a product with such a good quality.

Marketing: 4Ps

Product – design and quality, assessment of consumer needs, choice of which products to offer for sale, and after sales service

Pricing – pricing strategy and prediction of competitors' responses

Promotion – advertising, public relations

Place – selection of distribution channels and transport arrangements

New product and re-branding

Mini case studies

Procter & Gamble: Sunny Delight

Solution: Re-launch

Signed pop group SClub

Save 8 labels to get a CD

TV and sms message ad campaign

Reason:

35% drop in sales

Food Commission's comment

Coca Cola

Solution: re-brand

Diet Fanta → Fanta light

Instant-win, top prized GBP100,000

Outdoor and TV ad campaign

Package colored silver

Brainstorm:

Design new products for Coca Cola

Product

Purpose (to expand target market & consumer range; to uplift company's image...)

Package

Promotion

Addition: cost-effective

Teamwork – choose your PM

What is important when choosing members for a team?

Past experience

Personal strength

Age

What is important for a manager in managing a project?

Keeping to schedule

Delegating tasks

Motivating team members

1. Product

What is important when developing a new product?

Market research

Pricing

2. Purpose

What is important when coping with market competition?

Advertising strategies

Lowering prices

3. Package

What is important when deciding the packaging for products?

Image

Color

4. Promotion

What is important when planning advertisement for a new product?

Choice of media

Timing of advertisement campaign

Target markets

Addition: Presentation

What is important when preparing a presentation for a meeting?

Knowing more about the audience

Design a good structure for the presentation

Practicing the presentation

开始演讲

I would like to talk about...

My topic is...

I have the following points.

I think we need to consider 3 aspects.

My points are as follows.

Logical Structure

开始 : To start with; Generally speaking; First of all; I will begin by

递进 : Besides; then; secondly; In addition

转折 : Yet; However; whereas

举例/进一步说明 : That is to say; in other words; for instance

回到原来 topic : Any way

总结 : So; in short; to conclude

结束演讲

Well, that' s all my points.

I think that just covered everything.

Presentation

Formulate your Objectives

Focus is the key

Identify the Audience

imply that you understand their problem and that you have a solution

Structure

Hierarchical Decomposition 层次

Pyramid 金字塔

The Meaty Sandwich 三文治

The Beginning

Get their attention

Establish a theme

Present a structure

Create a rapport – (image building)

The Delivery

The eyes

The voice

Expression

Appearance

Visual Aids Draw a sign/picture

The Ending:

Don' t switch off the audience

Basic Evaluation Standard

1. Voice
2. Eye Contact/ Body Language
3. Content
4. Structure
5. Pace