

# *Introduction to Presenting Ideas on Products*

*How to present your ideas effectively?*

*Coming up with good ideas is hard enough, but convincing others to do something with them is even harder. In many fields the task of bringing an idea to someone with the power to do something with it is called a pitch: software feature ideas, implementation strategies, movie screenplays, organizational changes, and business plans, are all pitched from one person to another. And although the fields or industries may differ, the basic skill of pitching ideas is largely the same.*

## *POLL QUESTION*

*Which of the following tasks is tougher to perform ?*

- A. Persuading someone over an idea.*
- B. Creating ideas in your mind.*



Roll over image to zoom in

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- Easy on your eyes—touchscreen display that reads like real paper
- Unlike tablets, no screen glare, even in bright sunlight
- A single battery charge lasts weeks, not hours
- Lose yourself in a book—Kindle doesn't distract you with social media, emails, and text messages
- Lighter than a paperback, holds thousands of books
- Massive book selection, lowest prices—over a million titles less than \$2.99
- Try Kindle Unlimited free for 30 days—choose from over 1 million titles

The positive benefits of the Kindle are it is 'easy on the eyes', 'reads like a real book' and 'has long battery life'. The problems that are prevented are 'no screen glare' and 'removes distractions while you read'.

# *Tips*

- *Display is more effective than description .*
- *Describe results also, not functions only.*
- *Aim on a customer specific need.*
- *Use Before-After strategy.*
- *Tell a short or realistic story.*
- *Use an organized frame to convince customer .*
- *Use genuine yet effective language.*
- *Maintain a positive body language.*



# POLL QUESTION



*Which the following options should be part of your strategy while presenting ideas on a product ?*

- A. Aim on a customer specific need.*
- B. Use Before-After strategy.*
- C. Tell a short or realistic story.*
- D. Use an organized frame to convince customer.*
- E. All of the above*



# *PRACTICE SHEET*

*(Effective, fruitful , Successfully, miraculous, eliminated )*

*Ever wondered when Coronavirus is going to be treated\_\_\_\_\_? We at Pathcific labs have designed an innovative treatment for the virus. By eating the fruits of a particular tree, Coronavirus can be\_\_\_\_\_. This fruit comes in the shape of the virus itself. It is 100% \_\_\_\_\_and has no side effects. Many patients have reported the medicine to be extraordinarily \_\_\_\_\_in getting rid of the disease. We have extracted the \_\_\_\_\_pulp of the fruit in the form of a medicine. Work on the patents front is on and soon we will be able to launch this remarkable product in the market. Till then ,pray to the almighty and hope for the best.*

*Which syllable is stressed in the following words:*

*America*

- A. Ist syllable*
- B. II<sup>nd</sup> syllable*
- C. III<sup>rd</sup> syllable*
- D. IV<sup>th</sup> syllable*

*Illuminate*

- A. Ist syllable*
- B. II<sup>nd</sup> syllable*
- C. III<sup>rd</sup> syllable*
- D. IV<sup>th</sup> syllable*





*(Convenient, refurbished, smart, gently used)*

*With over 2,800 kiosks in malls, large retailers and grocery stores across the U.S., ecoATM offers instant payment for old electronic devices. This \_\_\_\_\_ waste collection system is a \_\_\_\_\_ option for managing e-waste, helping divert more than 14 million smartphones and tablets from landfills. By simply bringing your old devices to the kiosk nearest you, your device can be properly recycled or \_\_\_\_\_ for resale. Consumers looking to trade in devices can receive a quote based on the condition and type of gadget. And if you're looking to purchase, Gazelle's online marketplace offers great deals on \_\_\_\_\_ electronics*

*Which syllable is stressed in the following words:*

*Organise*

*A. Ist syllable*

*B. IIInd syllable*

*C. IIIrd syllable*

*Practice*

*A. Ist syllable*

*B. IIInd syllable*

# *Choose the right option*



*When do we use rising intonation?*

- A. Finished giving information.*
- B. Yes/No questions*
- C. Wh- questions*
- D. Information you are certain about*

*Where do you live?*

- A. Rising*
- B. Falling*
- C. Rising Falling*

# *Choose the right option*



*It's hot in here, isn't it?*

*A. Rising*

*B. Falling*

*It's the first on the left,  
isn't it?*

*A. Rising*

*B. Falling*

*The paragraph below presents an idea. Fill in the blanks using appropriate words from the list given below:*

*(commercialized, eco friendly, nascent, exceptional)*

*Have you ever wondered that a car could be run on water? Yes ,We the students of LPU have developed a prototype car that actually runs on water and aluminum. It is \_\_\_\_\_as there is virtually no exhaust. It is cost friendly too. The cost can be further decreased as the technology is\_\_\_\_\_.It runs on fuel cell technology wherein electricity is produced with a graphene rod attached to the aluminum plate with water acting as the base. Electricity thus generated is used to run a motor that drives the car. Isn't it astonishing? Moreover ,it covers a staggering 1000kms in one charge.Do you know how much water it takes for these 1000kms -just 3 liters and an aluminum plate that can be replaced in 15 minutes. Isn't it an \_\_\_\_\_idea? We are looking for investors who can buy our idea and bring this \_\_\_\_\_technology of ours to the masses.*

