



Delivering a Presentation

Business > Advanced 7



Exercise 1 – Reading

Read the dialogue aloud with your tutor and check your understanding.

David: Good afternoon, ladies and gentlemen. Today I am here to talk to you about our new supplement. I'll start by presenting the projected sales of this product. Then, I'll share our plan for future improvements. There will be time for questions at the end of the presentation. Before I begin, I'd like to know if anyone has any questions about the product itself or are you all familiar with it?

Mr. Smith: Thank you, David. I think everyone is familiar with the product, as we had a presentation about it a few weeks back. So, feel free to continue.

David: Very well, thank you, sir. As you may know, we have been working on this product for over 5 months. We have invested a lot in it. Therefore, it is natural that we have high expectations for it.

Mr. Smith: Indeed.

David: Our Market Research has shown that it should have a good opening on the market. I'd like you to take a look at this graph. As you can see, the projected sales are quite high. Naturally, the sales are expected to move a bit more slowly initially, but they should pick up quite quickly. We are optimistic we will reach our target of 500,000 units by the end of the first month.



Nina: The numbers look promising.

David: They sure do. Now that we've looked at the projected sales, let us turn to our plans for future improvements. Once the product is established on the market, we are planning to start adding other extra ingredients to further prolong its shelf life. If you look at this chart, you will see all the ingredients that we intend to add, as well as their effects. I would also like to point out that our test subjects have given us a lot of positive feedback. So, I hope that this gives you a clear picture of what we intend to accomplish in the near future. And that brings me to the end of my presentation. Thank you for your time. Now, I will be happy to answer your questions.

Mr. Smith: When will we be able to launch the product?

David: The product itself is ready. We are currently waiting for the Marketing Department to agree on some details regarding the sales promotion. From what I know, it should be ready in about two weeks.

Mr. Smith: Thank you, David.



Check your understanding:

1. What was David's presentation about?
2. What are the projections regarding the sales?
3. What do they plan to add in the future and why?



Exercise 2 – Learning

Useful Expressions

- Today I am going to talk about/present/examine...
- I would like to take this opportunity to talk to you about...
- Firstly/First of all/I'll start with...
- Secondly/Next/Then,...
- Last but not least...
- Please feel free to interrupt me if you have questions.
- There will be time for questions at the end of the presentation.
- As you may know,...
- Before I move on, I'd like to ask...
- Now that we've looked at..., let's move on/turn to...
- I'd like to point out/emphasize that...
- I'd like you to look at this...
- If you look at this..., you will see...
- This... illustrates/shows/indicates...
- That brings me to the end of my presentation.
- Thank you for your time.



Exercise 3 – Role Play

Take turns with your tutor and act out the scene described below.

Scene: Imagine you want to get investors to support your project. Hold a short presentation about the project, explaining your ideas. The project's subject is of your choosing (related to your work, study, interests, etc.).

Your teacher will act as one of the investors and will ask questions.



Exercise 4 – Discussion

Discuss the following questions with your tutor.

1. In your line of work, do you often need to deliver presentations?
2. What kind of tools do you usually use when delivering a presentation? Do you find them useful?
3. What do you think are some essential things to keep in mind when delivering a presentation?