



Self-Introduction

Business > Intermediate 6



Exercise 1 – Reading

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

Introduction 1

Good evening, Mr. Jameson. I have heard so much about you! Let me introduce myself – I am Patrick Clover from "Future Innovation". I manage the Marketing Team, here in Frankfurt. I have also worked for "Healthcare" and "Global Locally" as both an advertisement manager and a public relations specialist.

I believe we have some things in common - we both work in the same field and we are both heads of our respective departments. Here, let me give you my business card. My number is there, please don't hesitate to call if you ever need anything.

Introduction 2

Hi there, I am Patrick. I don't think we've met before. I live in Frankfurt and one of my hobbies is playing golf. I work in marketing. I also have a wife and two kids.



Check your understanding:

1. What kind of language is used in each of the two introductions? Formal or informal?
2. How does Patrick Clover try to build rapport with the person he is speaking to in the first introduction?
3. What are the major differences in the contents of the two introductions?
4. What can you say about the structure of the two introductions?



Exercise 2 – Learning

How to Make a Business Introduction

Establish a connection with the listeners: "Good morning, ladies and gentlemen/Hello, Mr. Jameson, I am..." It is always a good idea to mention the name of the person you are introducing yourself to. This will immediately attract their attention.

Key points: You should include several different points in your introduction, such as your experience, your company's name, your position in the company, etc. The things you say about yourself will vary depending on your audience.

Be confident and friendly: Talk about yourself in a confident manner, but make sure not to come across as arrogant. That's why it's important to be natural and friendly, at the same time.

Be attentive: Pay attention to the verbal and non-verbal cues that your listener gives you and make sure to give them a chance to talk as well and ask questions if they have any. Always give the other person time to introduce himself/herself.



Useful Expressions

- Let me introduce myself.
- Allow me to introduce myself.
- I don't think we've been introduced.
- I work for "Future Innovation".
- I believe we have something in common.
- Let me give you my business card.
- Here's my business card.
- Please do not hesitate to contact me if there is anything I can help you with.
- Feel free to ask any questions you might have.



Exercise 3 – Role Play

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

Scene: You are about to meet a representative from another company, his name is Mr. Holland. Introduce yourself using what you learned in class and build rapport with Mr. Holland. The teacher can be Mr. Holland.



Exercise 4 – Discussion

Discuss the following questions with your tutor.

1. How do you feel when you have to introduce yourself in business situations?
2. How important do you think it is to make a good self-introduction?
3. What are some other tips that you would give to someone for making a good business introduction?