

# 商务英语 演示

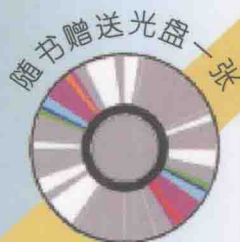


BUSINESS ENGLISH  
PRESENTATION

主编 刘杰英 王翠翠



中国商务出版社  
CHINA COMMERCE AND TRADE PRESS



全国外经贸院校高职高专英语系列精品教材

# 商务英语演示 (全新版)

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# 前 言

## 一、编写目的

目前国际商务活动频繁、多样。商务英语专业学生要能在各种国际商务活动中胜任不同的工作岗位,须掌握特殊用途英语 ESP (English for Specific Purposes)。各种类型公司中的员工,每天都在不同程度上进行商务演示。针对将来的就业领域而言,商务英语演示技能是商务英语专业学生须掌握的重要技能之一。学生能用商务英语演示自己的理念、设计、产品,用商务英语做简单的公司运营、财务、投资状况的分析及说明,并在演示期间运用相关的多媒体辅助,最终达到不同的商务英语演示目的。

## 二、本书结构

围绕商务英语演示,全书分为 7 个主题,每个主题中设计 4 个主体模块,分别训练学生的基础理论知识及商务英语演示能力。模块排序按照知识的递进排序、能力的逐步提升设计。模块设计科学、合理。7 个主题分别为: Unit 1 商务英语演示的定义、类型以及商务英语演示的现代含义; Unit 2 商务英语演示的结构设计; Unit 3 商务英语演示时应注意的要素及影响演示成功或失败的因素; Unit 4 听众定义及如何做听众分析; Unit 5 商务英语演示图表设计; Unit 6 多媒体设备的辅助及商务英语演示软件使用; Unit 7 各种商务英语演示的区别、作用及主要目的。

## 三、本书特色

(一) 每个单元的 Project 设计都基于英语母语国家的商务英语演示培训项目,内容真实、新颖。要完成每次的 Project,学生都需要经过商务英语演示的各个步骤,进行听众分析、明确主题、确定目标、设置结构、资源搜索、问答等环节。经过多次、反复练习,学生进而熟悉并掌握商务英语演示的技巧。(二) 本书提供附录及 DVD。附录包括不同内容的 Self-evaluation Form 或 Checklist 以及商务英语演示相关样板材料。学生可利用这些资源进行自我评价或进行小组内、小组间评价,以提高自身能力。DVD 包含听力音频及新颖、实用的视频材料,以供学生模仿、参考及自评。

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# UNIT 1



## Who am I?

### Warm up

Work in small groups. Discuss the questions below.

1. Look at the pictures above. What are they doing?
2. Have you ever attended a public presentation? If so, on what kinds of occasions have you presented?
3. Why do you think people present in public?

#### Focus

to identify what is presentation and its three purposes  
to clear business presenting occasions  
to practice greeting  
to start your presentation

# Scaffolding



## Basic Knowledge

### A First steps

1. Listen to lecture 1 and complete the following tasks.

*Listen to me carefully!*

**Task 1** Check (✓) two points you think the speaker might be stating in this lecture.

- |  |                                      |                                  |
|--|--------------------------------------|----------------------------------|
| <input type="checkbox"/> Introduction  | <input type="checkbox"/> Audience    | <input type="checkbox"/> Profits |
| <input type="checkbox"/> Relationships | <input type="checkbox"/> Personality |                                  |

**Task 2** Listen and take notes, then offer the key elements according to your notes.

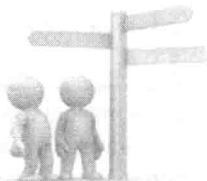
Four explanations about presentation are offered in the Oxford Dictionary. Two among them are frequently used in our daily life.

(1)

Presentation is a kind of \_\_\_\_\_, especially as a part of \_\_\_\_\_.

(2)

Presentation is \_\_\_\_\_ in which \_\_\_\_\_ or a piece of work is \_\_\_\_\_ to an audience.





**Task 3 Answer the following questions with your notes.**

(1) What is an essential part of a presentation?

\_\_\_\_\_

(2) What aspects of audiences does a presenter need to pay attention?

\_\_\_\_\_


\_\_\_\_\_

(3) How many basic types are there for oral presentation? What are they?

\_\_\_\_\_

2. Listen to lecture 2 and complete the following tasks.

**Task 1 Listen and fill in the blanks.**

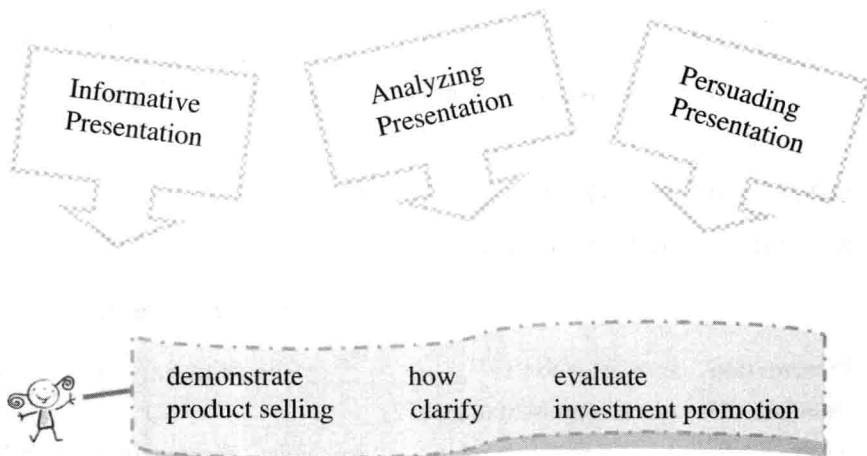
*There are many types!* 

**Presentation**, as a way to (1) \_\_\_\_\_, is frequently used in daily life. There are three types of presentations: (2) \_\_\_\_\_, (3) \_\_\_\_\_ and (4) \_\_\_\_\_. For example, a machinist demonstrates installing techniques to a group of trainees; a horticulturist explains garden club members or homeowners how they might use various plants in landscape plan; a lifeguard addresses a neighborhood association about initiating a safe program; a (5) \_\_\_\_\_ presents the need for a (6) \_\_\_\_\_ campaign to benefit the victims of a building collapse.

Nowadays, (7) \_\_\_\_\_ are tightly connected with presentations. A study done by Wharton School of Business showed that the use of visuals reduced meeting times by 28%. Another study found that audiences believe presenters who use visuals are more professional and (8) \_\_\_\_\_ than presenters who merely speak. And still other researches indicate that meetings and presentations reinforced with visuals help participants (9) \_\_\_\_\_ in less time. A presentation program, such as (10) \_\_\_\_\_, Apple Keynote or Prezi is often used to generate the presentation content.

**Task 2** There are some feature words below, distinguish them first, and then put them into the appropriate type of presentation they belong to.

*What are my features?*



**Task 3** Categorize the following examples.

- A Informative Presentation*  
*B Analyzing Presentation*  
*C Persuading Presentation*

☐ A manager estimates the ROI for investing this energy program.

☐ A machinist addresses a group of trainees about some techniques.

☐ A professor presents the need for a fund to explore a new research.

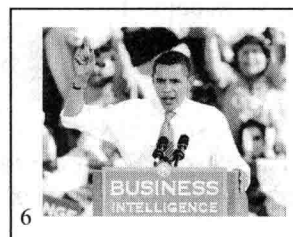
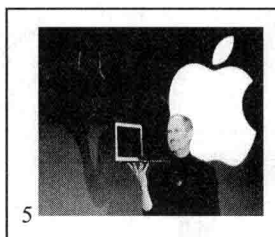
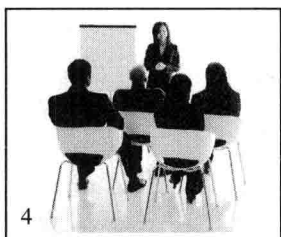
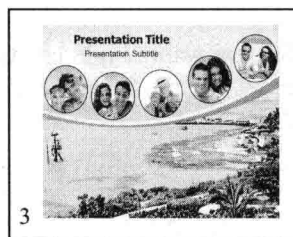
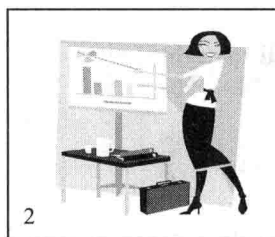
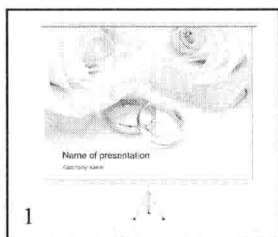
3. Think, and try to offer one more example for each type of presentation.



*Brainstorming*

**B** You can use me on different occasions.

1. Match the following pictures with the appropriate occasions.



- a. Peer Group Meeting \_\_\_\_  
c. Company Financial Report \_\_\_\_  
e. Travel Show \_\_\_\_

- b. Sales Show \_\_\_\_  
d. Public Speaking \_\_\_\_  
f. Wedding \_\_\_\_

2. Match the following sentences with the presentation occasions.

*Can you do more?* ● ● ●

We will help you to improve your interpersonal ability.

1

That is the summary of our department, thanks for your attention.

2

Do you want to join us? Call us right now. Our phone number is 780-250-2619.

3

The biggest feature of this model is easy to control.

4

The reason of forming this kind of phenomenon is complex.

5

Training session

Staff meeting

Volunteer orientation

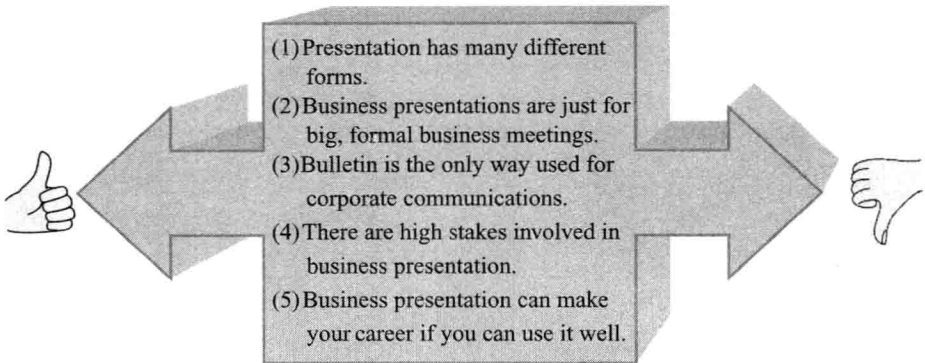
New Product Launch

Seminar



## C Material reading

1. Discuss with your partner, which are real about business presentations in the following 5 statements before reading.



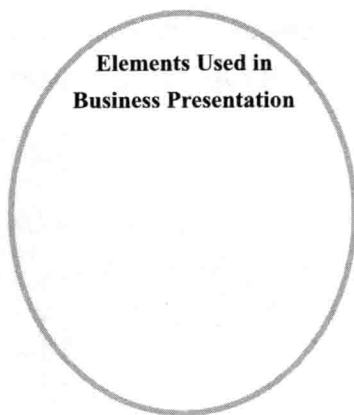
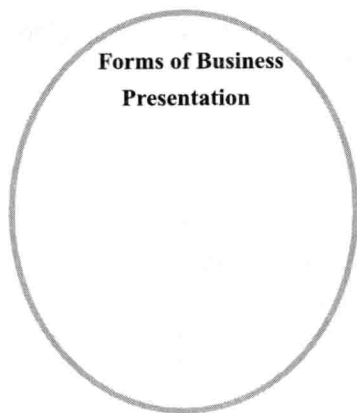
Read the passage and check your answers.

**Presentations** come in nearly as many forms as there are life situations. In the business world, there are sales presentations, informational and motivational presentations, first encounters, interviews, briefings, status reports, image-building, and of course, the training sessions.

Business presentations aren't just for big, formal business meetings anymore. Today business presentations—a series of screens (or printouts of screens) containing headings, subheads, bulletins, and graphics—are used for a wide range of corporate communications. They appear at the most mundane staff meetings, in lieu of reports, as part of business plans, as marketing collateral materials, sales props, and more. Every day, employees of various companies around the world find themselves in career-defining speaking situations. Business presentations like these often involve high stakes and are presented to busy people with the power to influence careers.

In short, business presentations have become the business communications medium of the 21st century—corporate poem to express ideas, simple or complex, quickly and effectively.

2. Fill the circles with appropriate information.



3. Match those words with their definitions.

*What is my definition?*

an occasion when you meet someone, or do something with someone you do not know

1

an employee conference during which management may discuss

2

a formal meeting at which someone is asked questions in order to find out whether they are suitable for a job

3

a report that summarizes a particular situation as of a stated period of time

4

information or instructions that you get before you have to do something

5

sales tool to help you become the sales leader

6

interview

briefing

status report

first encounter

sales prop

staff meeting

## Knowledge Focus

1. Choose the best answer for the following statements.

- (1) Presentation is a way to \_\_\_\_\_ message to the audience.  
A. submit      B. apply      C. convey      D. determine
- (2) Audiences believe presenters who use \_\_\_\_\_ are more professional and credible than presenters who merely speak.  
A. visuals      B. aids      C. supplier      D. equipment
- (3) When a sales manager presents a need for a fund to carry out a new promotion plan to the Board, his/her presentation is a(an) \_\_\_\_\_ one.  
A. informative      B. persuading      C. analyzing      D. representative
- (4) Business presentations aren't just for big, \_\_\_\_\_ business meetings.  
A. informal      B. formal      C. casual      D. associative
- (5) Because the audiences are busy people with the power to influence careers, business presentations often involve \_\_\_\_\_.  
A. high attention      B. high interests  
C. high stakes      D. high definition
- (6) Corporate communications don't include \_\_\_\_\_.  
A. book report      B. sales presentation  
C. negotiation      D. staff meeting
- (7) Because audiences are made up of people who come in innumerable flavors, it's essential that presenters know \_\_\_\_\_ well.  
A. presenting occasions      B. presenting types  
C. audiences      D. topics
- (8) A presentation program, such as PowerPoint is often used to \_\_\_\_\_ the presentation content.  
A. transfer      B. establish      C. order      D. generate
- (9) Presentations come in nearly as many \_\_\_\_\_ as there are life situations, such as interviews, briefings, status reports and so on.  
A. bases      B. occasions      C. transactions      D. forms
- (10) If a new product, idea or piece of work needs \_\_\_\_\_ and \_\_\_\_\_ to an audience, a presentation is a good way.

- A. explaining, showing  
C. discussing, showing

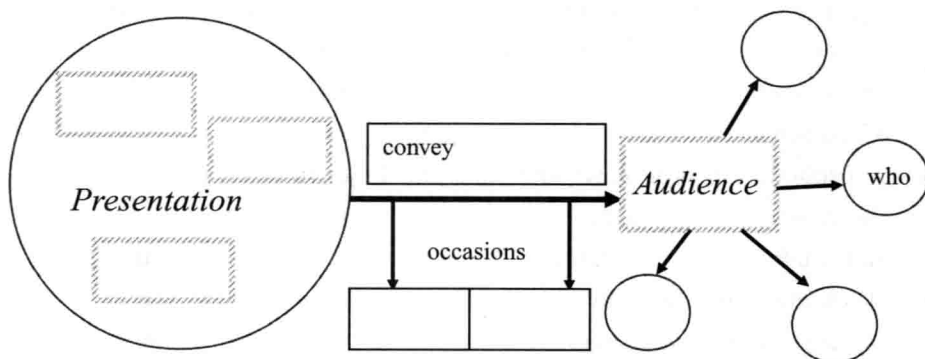
- B. shared, discussed  
D. told, informed

2. Complete the following sentences with the appropriate verbs listed below, change forms if it is necessary.

convey	generate	represent	explain	promote
apply	transfer	inform	establish	deliver

- (1) Water power can be used to \_\_\_\_\_ electricity.  
 (2) It is hard to \_\_\_\_\_ my gratitude in word.  
 (3) Marian has \_\_\_\_\_ her plan many times, but they still can't follow her.  
 (4) Both \_\_\_\_\_ your CEO's determination to win that price war.  
 (5) Clean energy is more and more being \_\_\_\_\_ in people's life.  
 (6) International trade involves the \_\_\_\_\_ of currency from one country to another.  
 (7) \_\_\_\_\_ presentation is one type of presentations.  
 (8) \_\_\_\_\_ in 1984, the Haier Group has been dedicated to innovation.  
 (9) A \_\_\_\_\_ plan will be carried out next Monday morning.  
 (10) Let us give a warm welcome to Mr. Smart to \_\_\_\_\_ his Farewell speech.

3. Complete the following chart based on *Basic Knowledge* above.





## Skill Focus

- Greetings & Introductions are very important parts of a presentation.
- A good start is half the battle.
- A Good Greeting and a clear Introduction can attract audiences and give them clear idea about what you are going to say.

### Greeting

#### Big and formal occasions

- Good morning/afternoon/evening, Ladies and gentlemen/Distinguished/Honorable guests/members of ... /president ...
- My name is ...
- I am the CEO of ... Company.
- It is my great honor to present/address here.
- It is an honor and pleasure to share this morning/afternoon/evening with you here.
- It is a pleasure to be with you here and take part in this distinguished conference.
- It is a great opportunity to be with you today/tonight as you celebrate your ... anniversary/... years of ... (company/organization/college ... )



#### Informal occasions

- Hello, everyone/guys/classmates/boys and girls/my colleagues ...
- I am here to talk about ...
- It is so happy to share ... with you.
- I am pleased/delighted to ...

### Introduction

- Today, I would like to talk about ...
- The topic of my presentation is ...
- My talk consists of two parts. One is ... and the other is ...
- We are here to discuss/talk about/decide ...
- The purpose of my presentation today is ...