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FOR WORK

朗文上班族英语

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Anne Freitag-
Lawrence

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职场社交 天天用英语

BUSINESS PRESENTATIONS



完美沟通

——商务社会职场交流必读

朗文上班族系列英语
ENGLISH FOR WORK

BUSINESS

PRESENTATIONS

职场社交天天用英语

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Anne Freitag-Lawrence



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Contents

Introduction	page 1	
1 Getting Started page 5	Dialogues 1 Welcoming a speaker Welcoming visitors and introducing the speaker Saying who you are Explaining the reasons for listening Starting with a personal story Starting with an interesting fact	Dialogues 2 Giving background Explaining the plan for the session Outlining a presentation Questions while you talk Questions at the end Handouts at the end Handouts now
2 Moving on page 23	Dialogues 1 Using questions to organise Organising points The general to the specific Presenting options Giving your opinion Referring back Changing topic	Dialogues 2 Reporting bad news Reporting positive information Explaining the meaning of abbreviations Explaining the meaning of specific words/terms Giving examples Repeating your point using different words Expressing possible/likely outcomes Concluding and moving on
3 Numbers page 41	Dialogues 1 Percentages Fractions Large and small numbers Decimal points Positive and negative numbers Approximate numbers	Dialogues 2 An increase A decrease Staying the same High and low points Predicting Describing changes
4 Visual Aids page 59	Dialogues 1 Using slides Changing slides Looking at detail Commenting on the content of a visual Moving between different visual aids Problems	Dialogues 2 Explaining a graph Using a pie chart Explaining a diagram Describing a flow chart Describing a table
5 Problems and Questions page 77	Dialogues 1 Losing your place in your notes You don't know the English word A deleted or wrong slide Time has run out You have forgotten to say something Making a mistake You are unable to do something you had planned to do	Dialogues 2 Interruptions to your talk You don't understand a question A question that is not on the topic You don't know the answer to a question An aggressive or difficult question No questions

6 Concluding page 93	Dialogues 1 Making a final point Giving your professional opinion Summarising main points Summarising advantages and disadvantages Making a recommendation Stating sources and further reading	Dialogues 2 Telling people how to contact you A final summary Thanking people for listening An informal ending Ending on a positive note Ending with a final thought Ending with a quote
Glossary	page 109	
Answers	page 120	

Introduction

English for Work

The books in this series present and practise spoken English and practical writing for everyday communication; they feature key words and expressions which will help you in a wide range of work situations. The target language is introduced through short dialogues and texts, and developed in language notes and practice exercises.

The dialogues are recorded on an accompanying CD. The accents featured are predominantly British English, but comments on American usage are included in the notes.

At the back of each book there is a glossary which contains highlighted language from the dialogues. Translations of the glossary, in selected languages, can be downloaded from the Longman website, **www.longman-elt.com**.

The series is intended for pre-intermediate/intermediate level learners.

Business Presentations

Business Presentations is suitable for anyone who needs to give presentations in the business world, and for students in adult education classes, schools, colleges and universities.

The book contains a range of language common to all who need to use English to make business presentations. This book gives

language and examples for all stages of a business presentation including the introduction, the main body, talking about statistics and even what to do if you have a problem. The book will help you as you prepare and practise your business presentation.

In order to widen your knowledge of the language you might need in your work, you may find it useful to refer to the other titles in the *English for Work* series:

Everyday Business English

Everyday Technical English

Everyday Business Writing

How to use the book

You can work through *Business Presentations* from start to finish or choose a chapter depending on your business need.

Start a chapter by listening to and repeating the *Useful phrases*. Then listen to the dialogues and study the accompanying notes. Certain phrases have been highlighted that have particular language features associated with them. However, it is worthwhile noting other phrases that appear in the dialogues, which are equally important and can also be seen as key phrases. Use a dictionary to check your understanding of the language presented.

On the notes pages you will find boxes containing notes on some differences between everyday British and American usage.

After studying the dialogues and notes, work through the exercises. You can refer back to the dialogues and notes as necessary. Answers and possible responses to the more “open-ended” exercises are given at the end of the book.

Finally, refer to the glossary at the back of the book and test yourself on your understanding of key expressions. Write translations of these expressions, again using a dictionary if necessary. Visit the *English for Work* page on the Longman website where you will find translations of the key phrases in a number of languages.

You can use this book for self study or with a teacher. Good luck and enjoy building your “business presentations” skills!

Anne Freitag-Lawrence, Chengdu, China, 2003

Some recommended materials to accompany the English for Work series:

Longman Business English Dictionary

Penguin Quick Guides: Business English Phrases

Penguin Quick Guides: Business English Verbs

Penguin Quick Guides: Business English Words

Penguin Quick Guides: Computer English

1

Getting Started



Some useful phrases.

Listen to the recording and repeat.

It's good to have Paul Kim here from the Korean office.

Welcome, Paul.

Thank you, Sara. It's good to be here today.

Hello. Thank you for coming.

OK. If we're all here, let's begin.

As you all know, I'm Martin Weller, Senior Sales Representative.

I'm talking to you today as the leader of this project.

By the end of this session, you'll know the details of our project.

Sam asked me to explain the project to you.

Right. Today I'd like to talk about the future of our business.

First, I'd like to describe the past.

After that, I'd like to talk about the present.

Finally, I'll try to predict how the business will develop in the future.

If you have any questions, please feel free to stop me.

There'll be time for questions at the end.

Here you are.

Please take one and pass them round.

Did everyone get a copy?



Dialogues 1

Welcoming a speaker

A: Well, good morning, everyone. **It's good to have Miguel Ferreira here** from our office in Portugal. Some of you met him last year at the Spring conference. Welcome, Miguel.

B: **Thank you, Paul. It's great to be back** in the UK.

Welcoming visitors and introducing the speaker

Hello. Thank you all for coming. I hope you had a good journey here. There are some drinks on the table. **Please help yourselves.**

Right. If everyone's ready, let's start. I'd like to introduce our speaker today, Mrs Samantha Singh, Marketing Director of our company. She'll be talking to us about marketing in a global context.

Saying who you are

Good afternoon. It's great to be here today. **As you all know, I'm the Head of the Design Department.** I've been in this job for four years. Before that I worked for another very successful company in France for five years. **I'm talking to you today as the manager of the team** which developed this new product.

Explaining the reasons for listening

By the end of this session, you'll know enough about the new product to be able to sell it with confidence to our customers. You'll know where the idea came from, how it was designed and how it can benefit our customers.

Starting with a personal story

How do we avoid problems? When I got out of my car this morning, I forgot to switch off the lights. However, an alarm in my car warned me that I had left them on. That means that when I leave here today my car will actually start.

So, the alarm reminded me about my mistake and I was able to act before it became an issue. That's what we need in our company—systems that will warn us and show us potential problems, which we can then prevent. That's what I am going to talk about today.

Starting with an interesting fact

I read something interesting the other day. Did you know that the tunnel which links England and France, was constructed using 13 000 engineers, technicians and workers? This showed amazing organisation and proves that cooperation between companies in different countries can achieve excellent results. So, let's think about this example as we discuss our joint venture project with our partner company.

Notes

It's good to have Miguel Ferreira here ...

Other phrases for introducing a speaker:

I'd like to introduce Mrs Samantha Singh, Marketing Director of our company.

I'd like to welcome Sam Brandt.

It's a pleasure to welcome Greg Richmond.

Thank you, Paul. It's great to be back ...

Other ways of thanking someone:

Thank you. I'm glad to be here.

Thanks. It's a pleasure to be here.

Thank you for giving me this opportunity to speak to you today.

Hello. Thank you all for coming.

Some other phrases for greeting people:

Good morning, everyone. Welcome.

Hello. It's good to see you all here.

For a bigger, more formal presentation, greetings could include the following:

Good evening, ladies and gentlemen.

Please help yourselves.

Other ways of inviting people to take things include:

Please take a leaflet.

Help yourselves to a brochure.

Right. If everyone's ready, let's start.

Other ways of getting people's attention so that you can start:

Fine. If we're all here, I'll begin.

OK. Let's get started/Let's make a start.

As you all know, ...

You may use this phrase to make your listeners feel included.

Other similar phrases include:

As I think you know, ...

As you may know, ...

As I'm sure you know, ...

... I'm the Head of the Design Department.

The simplest way of introducing yourself to people is to use
I'm ...

I'm Sam Wang—name

I'm the Assistant Marketing Manager—job title

I'm Paul Schmidt, Senior Sales Executive—name and title.

I'm talking to you today as the manager of the team ...

Sometimes you won't need to introduce yourself, because you know people already. You might, however, like to say why you are talking or why you were chosen to give the presentation.

By the end of the session, ...

A presentation can be called a session (as in this dialogue) or a talk.

... you'll know enough about the product to be able to sell it ...

Will can be used to make a promise or a prediction. Here, the speaker is promising or predicting what the listeners will learn from the talk. Another example is:

By the end of this session, you'll know how to follow our new sales procedure.

How do we avoid problems?

Using a personal story or interesting fact is a good way to get the interest of the audience at the beginning of a talk. A direct question is an effective way to introduce a personal story or interesting fact.

Did you know that the tunnel which links England and France was constructed using 13 000 engineers, technicians and workers?

I read something interesting the other day.

This phrase is another way of introducing a story or interesting fact. Other expressions:

A funny thing happened to me the other day ...

On the way here, I saw ...

I noticed in the news last week ...

British/American differences

British

American

Hello. Thank you all for coming

Hi. Thanks for coming.

Note: American business presentations can be more informal than British ones. Very formal presentations would generally be very similar in Britain and America beginning, "Welcome, ladies and gentlemen."

I forgot to switch off the lights.

I forgot to turn off the lights.

(also used in British English)

organisation

organization

Dialogues 2

Giving background

Sam asked me to present my ideas for a new telephone system. As you know there have been problems with the old system—we've lost calls, we've had no record of those lost calls and overall the system can't manage the large number of callers. I've spent the last two months researching the different systems available. **Today I'd like to present a solution** to you.

Explaining the plan for the session

Right. Today I'd like to present the new policy and especially the changes that have been made over the last two months. **I hope that you'll give your ideas and comments. If there is anything else you'd like to bring up,** we can talk about it at the end. If there isn't time at the end, you can always email me.

Outlining a presentation

There are some important issues I want to go through this morning. **First, I'd like to outline the main areas of growth.** After that I'd like to explain how this growth will affect the company's five-year plan. Finally, I want to focus on the next financial year.

Questions while you talk

OK. You all have a copy of the handout with the graphs and statistics, I'll go through the main points on the handout and