

HAPPY高职高专商务英语系列教材

总主编 曾用强 袁 洪

商务英语演讲实用教程

PRACTICAL BUSINESS ENGLISH PRESENTATIONS

主编 黄秋凤 曾密群



重庆大学出版社

商务英语演讲实用教程

主编 黄秋凤 曾密群

编者 陈 畅 方艾若 黄秋凤 林燕玲 曾密群

重庆大学出版社

图书在版编目 (CIP) 数据

商务英语演讲实用教程/黄秋凤,曾密群主编. --
重庆:重庆大学出版社, 2021.9
高职高专商务英语系列教材
ISBN 978-7-5689-2892-2

I. ①商… II. ①黄… ②曾… III. ①商务—英语—
演讲—高等职业教育—教材 IV. ①F7

中国版本图书馆CIP数据核字 (2021) 第143286号

商务英语演讲实用教程

主编 黄秋凤 曾密群
责任编辑: 牟妮 版式设计: 牟妮
责任校对: 邹忌 责任印制: 赵晟

*

重庆大学出版社出版发行
出版人: 饶帮华
社址: 重庆市沙坪坝区大学城西路21号
邮编: 401331
电话: (023) 88617190 88617185 (中小学)
传真: (023) 88617186 88617166
网址: <http://www.cqup.com.cn>
邮箱: fxk@cqup.com.cn (营销中心)

全国新华书店经销

重庆市正前方彩色印刷有限公司印刷

*

开本: 889mm × 1194mm 1/16 印张: 8 字数: 301千
2021年9月第1版 2021年9月第1次印刷
ISBN 978-7-5689-2892-2 定价: 32.00元

本书如有印刷、装订等质量问题, 本社负责调换
版权所有, 请勿擅自翻印和用本书
制作各类出版物及配套用书, 违者必究

前 言

随着我国对外开放力度的不断加大，既熟悉国际商务又熟练掌握英语的高级复合型人才越来越受到欢迎。各大高校纷纷开设“商务英语演讲”课程，但该课程的教材开发和建设还有待发轫。为此，编者团队决定编写一本适合高职院校商务英语及相关专业学生使用的《商务英语演讲实用教程》。

本教材的指导思想以“工作任务为中心，项目课程为主体”，编者对学生就业岗位工作任务进行分析，拟定满足岗位所需的模块内容，设计适应学生特点的教学步骤，让学生在商务环境中学习语言，提高商务知识与技能。

编者在单元主题和材料选择上，按照作品导向设计，做到学用一体，体现“全人教育”理念；在单元设计上以有效交际为目的，以产出任务为主线，每单元包括驱动、促成和评价三个教学环节。教材各环节相互支持、紧密联系，引导学生有目的、分步骤地完成产出任务所需要的信息、语言和结构，实现知行合一，学用结合。本教材具有以下特点：

(1) 应用性强。以“实用为主、够用为度”为原则，强调语言基本技能的训练，培养涉外商务交际活动所需要的语言应用能力。语言难度适中，减少理论部分，增加实操内容。

(2) 内容模块化。以岗位任务为依据确定模块，以涉外商务岗位工作的完成程序为主线，以素质和能力为模块划分的依据，同时，增加必要的拓展性教学内容。

(3) 材料实效性。本教材最大限度地贴近职场演讲场合，内容新颖、实用，选材真实、宽泛，任务设计合理有效，能有效提升学生的语言能力和思维认知能力。

(4) 教学信息化。本教材可与在线课程互动互补，适用“线上+线下”混合教学模式。线上课程搭建信息化教学平台，建设课程作品资源库，可以及时、规范、立体地展现学生的优秀作品，便于学生之间互相评价和学习。

本教材适用于高职商务英语、应用英语等相关专业学生，以及有志于提高涉外商务工作能力的英语爱好者，亦可作为涉外企业员工英语演讲技能的业务培训参考材料。编者在教材编写过程中，参考及引用了相关教材内容和网络资源，在此一并致谢。

编 者

2021年4月

Contents

<i>Chapter 1</i>	<i>Overview of Public Speaking</i>	<i>/ 1</i>
<i>Chapter 2</i>	<i>Organizing a Speech</i>	<i>/ 6</i>
<i>Chapter 3</i>	<i>Delivering a Speech</i>	<i>/ 17</i>
<i>Chapter 4</i>	<i>Introducing Oneself and Others</i>	<i>/ 26</i>
<i>Chapter 5</i>	<i>Presenting a Company</i>	<i>/ 34</i>
<i>Chapter 6</i>	<i>Presenting a Product</i>	<i>/ 45</i>
<i>Chapter 7</i>	<i>Celebrating the Company Anniversary</i>	<i>/ 53</i>
<i>Chapter 8</i>	<i>Speaking in Reception and Farewell</i>	<i>/ 66</i>
<i>Chapter 9</i>	<i>Welcoming New Staff</i>	<i>/ 81</i>
<i>Chapter 10</i>	<i>Presenting Annual Reports</i>	<i>/ 87</i>
<i>Appendix I</i>	<i>Suggested Answers</i>	<i>/ 95</i>
<i>Appendix II</i>	<i>Business English Speech Samples</i>	<i>/ 99</i>
<i>Appendix III</i>	<i>Sentence Structures in a Business Presentation</i>	<i>/ 111</i>
<i>Reference</i>		<i>/ 122</i>

Chapter 1 | Overview of Public Speaking

Speech is a mirror of the soul; as a man speaks, so is he.

—Ephraem Syrus

I. What Is Public Speaking?

Public speaking is basically a presentation that's given live before an audience. In a public speech, you can cover a wide variety of different topics. For instance, you may "present" or introduce something (e.g. a product, an idea, financial results, a project, etc.) to your audience. You give a presentation because you want to "communicate" something. The goal of the speech may be to inform, to train, to persuade, to sell, to entertain, or to influence the listeners. Often, visual aids in the form of an electronic slideshow are used to supplement the speech, which makes it more interesting to the listeners.

II. The History of Public Speaking

It is probable that public speech existed in one form or another as long as there were people. But most public speaking experts involved with public speaking in business communication trace the origins of modern public speaking back to ancient Greece and Rome.

The ancient Greeks spoke publicly to praise or persuade others at first. At that time, the Greek citizens had the right to suggest or oppose laws during their assemblies. This led to the need for skilled public speakers. Speaking in public became a desirable skill and was taught. Public speaking was called rhetoric by the Greeks at the time. Later, when Rome was in reign, speaking in public was used during the Roman senate sessions. The Romans adopted the Greek public speaking rhetoric methods. Most public speaking teachers of the time were Greek.

Before the mid-20th century, the Latin style of public speaking was popular in the United States and Europe. After World War II, a less formal and more conversational speaking style gained popularity. Besides, electronic tools became available to enhance public presentations. Towards the end of the 20th century, computer and software tools were employed to assist public speeches along with the development of information and technology. PowerPoint is one of those tools that we know and use today. Even though today's public speeches are less formal, they still need to be well organized.

III. The Importance of Public Speaking

Whether we're talking in a team meeting or presenting in front of an audience, we all have to speak in public from time to time. In fact, for every business company, there comes a point where a truly great speech can mean the difference between success and failure. For instance, in job interviews, conference calls, meetings, product presentations, workshops, and public events, more and more people realize the importance of developing good interpersonal communication skills within their company. Whether you're pitching to investors, speaking before the board, vying for a new position, or running an important meeting, your delivery should be honed to perfection.

Even if you don't need to make regular presentations in front of a group, there are plenty of situations where good public speaking skills can help you advance your career and create opportunities.

For example, you might have to talk about your organization at a conference, make a speech after accepting an award, or teach a class to new recruits. Speaking to an audience also includes online presentations or talks, for instance, when training a virtual team, or when speaking to a group of customers in an online meeting.

Good public speaking skills are important in other areas of your life as well. You might be asked to make a speech at a friend's wedding, give a eulogy for the loved one, or inspire a group of volunteers at a charity event.

In short, being a good public speaker can enhance your reputation, boost your self-confidence, and open up countless opportunities.

However, while good skills can open doors, poor ones can close them. For example, your boss might decide against promoting you after sitting through a badly-delivered presentation. You might lose a valuable new contract by failing to connect with a prospect during a sales pitch. Or you could make a poor impression with your new team, because you trip over your words and don't look people in the eye.

Over the years, public speaking in communication has played a major role in education, business, and government. Words have the power to inform, persuade, educate, and even entertain, and the spoken words can be even more powerful than the written words in the hands of the right speaker.

Whether you're a small business owner or a student, you'll benefit from improving your public speaking skills. As Arina Nikitina summarized, developing your communication skills and learning to speak in public can:

- increase self-confidence with improved memory.
- improve communication skills.
- increase organizational skills with less anxiety and fear when speaking publicly.
- have a greater social influence and a greater possibility of meeting new people.
- enhance the ability to listen, to persuade and control over emotions and body language.
- open up new opportunities for career advancement.
- position you as an authority.
- set you apart from your competition.
- attract the right customers to your business.
- present technical or business information effectively.
- produce a faster sales cycle.
- allow you to effectively market your business or promote your products to larger audiences.
- improve internal communication.

- help you to easily assume leadership and train others.
- increase employees' productivity.
- prepare you for spontaneous speaking challenges.
- establish greater credibility and help your clients' loyalty.
- motivate and persuade other people to reach and attain professional goals.
- make you a desirable guest at local, regional and national conferences, seminars and public speaking events.

Improving your ability to speak in public can expand your social circle, help you build strong relationships with successful like-minded people and make new friends. It is especially important for businesses to market their offers. Speaking in public well allows them to deliver their message in front of potential customers. Sales people and executives are often expected to have good public speaking skills. Make sure that you learn how to speak well!

IV. Different Types of Speeches

When it comes to being a public speaker, the type of speech to give depends on what you're trying to accomplish. The different types of public speaking are:

1) *An informative speech* delivers unbiased, factual information on a topic, person, event, or concept. The purpose is to educate the audience without an opinion, judgment, or intent to change the audience's attitude. The informative speech can enlighten listeners on a non-controversial subject. Informative speeches could be:

- demonstrating to an audience how to do something such as making an apple pie, or attaching a file to an email.
- describing a particular activity, object, person, or place. Examples would be a piece of artwork, the Great Wall of China, or former US First Lady Melania Trump.
- concept speeches focusing on a belief, idea, or theory. Examples include: Buddhism, or the Big Bang Theory.

2) *A persuasive speech* proposes to change a person's beliefs or actions on a particular issue. The presenter takes a side and gives his/her opinion on why something is good/bad, right/wrong, moral/immoral, or justified/unjustified. The topics tend to be debatable and the speech itself should have a convincing tone. While the objective is to sway your audience, it is important to have factual evidence to support your argument. Common examples of persuasive public speaking include:

- a politician running for office or re-election;
- a lawyer or prosecutor trying to influence a jury;
- a doctor persuading a patient to stop smoking;
- a salesclerk encouraging a customer to open a credit card.

3) *Ceremonial speeches* often fall into the following categories:

- Award presentation or acceptance of an award or tribute;
- Introduction of a speaker, guest, prominent individual;
- Commencement address;

- Memorial or eulogy address;
- Roast or toast.

V. What Makes a Speech Effective?

We can make a speech well or we can do this badly, and the outcome strongly affects the way that people think about us. This is why public speaking causes so much anxiety and concern. The good news is that, with thorough preparation and practice, you can overcome your nervousness and perform exceptionally well.

An effective public speech lingers long after the speaker has left the stage. People from all occupations—teachers, businessmen, politicians—make speeches to inform or inspire their listeners. For instance, a company financial presentation is an example of an informative speech. A eulogy at a funeral could be an inspirational speech, while a sales pitch is a persuasive speech. If you want your audience to pay attention, learn to prepare, construct and deliver an effective speech.

1. Preparation

There are five most essential questions to answer while crafting your speech.

1) *Who is the speaker?*

Think thoroughly who you are and what drives you to speak. Start by talking through the topic at hand, either by yourself or with a teammate, and record it. Listen back to pinpoint not only what you said but how you said it. Pay attention to the main points you emphasized along with key pieces of language, humor, and insight you could have used to engage the audience. A speaker's unique perspective and expression is what makes a good speech.

2) *What is your purpose?*

To give an effective speech, it's essential to understand your key objectives. To clarify your goals, ask yourself questions like the following: What do I need my audience to understand or believe afterward? How do I want them to shift their perspective? More than anything, determine what action you want to inspire them to take after your speech.

3) *What is the spine?*

Next determine the spine: your speech's central notion, the one essential message you want to send above all else. The big idea at the core of your message should not only be engaging, but should also be honed down to be memorable and repeatable.

4) *Who is the audience?*

Understanding what the audience needs to hear is essential to preparing a great speech. Gather your team to discuss audience variables such as mood and agenda: What do your audience members most want to hear? Are they uncertain or optimistic about the future? Will a simple, conversational chat or a polished presentation best inspire them? These insights should be incorporated into your final presentation.

5) *What is your story?*

If the spine is the medicine, the story is the sugar that sweetens the swallow. The story is an anecdote or personal experience that brings to life your key message. It should illustrate how you navigated a challenge or a significant change, successfully or not. Sharing your experience builds your personal connection with the audience

and boosts the credibility behind your message.

Make good preparations for your speech. Analyze the speech setting, including the audience size and acoustics. Ask the organizers for a copy of the agenda, which should contain the approximate start and the end time for your speech.

Evaluate the audience background because it will help you shape the message. For example, if you are speaking to a nontechnical audience, remove abbreviations and jargon from your speech.

Assess the objectives of the speech. For example, a technical symposium presentation seeks to inform, while a church sermon tries to inspire. A small business owner's year-end presentation informs employees of this year's performance and motivates them to reach higher next year.

2. Construction

Prepare the introduction, which should be less than two minutes of a 10-minute speech. It should establish credibility and outline one or two key points. Start an informative speech with an overview of what you are going to say. Begin a persuasive speech with a relevant fact or a personal anecdote. Simplicity is often the best way to establish credibility.

Prepare the body of the speech. In an informative speech, elaborate on the key points mentioned in the introduction. Use relevant examples to illustrate your points. Use visual images in a persuasive speech.

Prepare the conclusion. Summarize the key points in an informative speech. End persuasive speeches with a call to action or a memorable phrase.

3. Delivery

Practice the speech. Memorize at least the introduction and the conclusion. Talk to a few members of the audience before the speech to relieve some of your nervousness.

Use body language and gestures to complement the words. Do not point at your audience or use clenched fists to make a point. Gestures should be natural and purposeful. Do not wander aimlessly on stage. Move forward to make a point and sideways to transition between themes.

Make eye contact. Look at each section of the room—left, right and center—and hold your gaze for five to seven seconds.

Vary your vocal tone and pitch. For example, use a soft and reassuring tone at a commemoration service but a strong and demanding tone at a political rally.

Delivery is important, but *content still rules*.

Chapter 2 | Organizing a Speech

Nothing in life is more important than the ability to communicate effectively.

—Gerald R. Ford

Objectives

Background information: to have an overview of organizing a speech

Presenting skills: to show how to organize a speech

Language focus: useful expressions for structuring a speech

Presentation practice: to practice organizing a speech

Warm-up

Work in pairs and discuss: How many parts does a speech include? What are they?

I. Background Information: Overview of Organizing a Speech

Organization is an essential aspect of business presentation. It clarifies your argument and helps the audience remember what you say. It also helps you, the speaker, easily manage the delivery of your presentation so that you can gracefully adjust to unforeseen developments.

If the presentation was disorganized, you probably found it hard for the audience to follow what the speaker was saying.

When presentations don't flow well, it's easy for audiences to get lost. This is why it's important to think carefully about the structure and organization of your presentation. Many factors can influence your choice of structure, but the most important consideration is your presentation's purpose or goal. You need to identify what you want to achieve—do you want to inspire, motivate, inform, persuade, or entertain people?

Your audience's needs also affect the structure you choose. For example, those who are new to your topic need more background information than people with more expertise and experience. So, in this case, you'd want to choose an approach that gives you ample time to explain the context of your subject, as well as to reinforce your

main points. Presentation planning is a useful and necessary skill in the professional world. Whether you need to sell a product, or give an annual report, planning a presentation takes time and dedication. You will want to figure out the best way to construct your material, considering your audience and your presentation’s message. From there, work on building your slides and materials.

In the business context, one of the most practical structures is the open-body approach. It is regarded as the most commonly used structure to organize a presentation. People often call it the “tell’em” approach, because you:

- Tell audience members what you’re going to tell them (the introduction).
- Tell them the specific content (the body).
- Tell them what you told them (the conclusion).

This structure is not intended as a template, but rather is an explanation of how each element of one thoughtful design helps a speaker communicate ideas to an audience.

In the introduction, state the purpose of your presentation, and make an outline of the points you plan to highlight. It is important for your audience. Then, in the main body of the presentation, deliver your message. Each point you mention must be supported with appropriate facts, research data, or examples. Also, the main body of the presentation is where you introduce subsequent points in order of their importance. Toward the end of the presentation, restate your message and briefly summarize your key points in the conclusion.

This structure is simple, effective and easy to remember. Its repetitive nature allows you to reinforce your points, which helps the audience remember them. It is also flexible: you can adjust the introduction and body parts to persuade, motivate, educate, or entertain the audience. Below is a functional description of each part of one organization structure.

II. Introduction

1. Overview of introducing a speech

The introduction should orient the audience to your subject and purpose. To capture interest and set up rapport, it should tell the audience what to expect. Usually, at the beginning of a business presentation, it is essential for the speaker to express greetings, explain the topic area and the purpose and briefly preview the organization of the body of your talk. If appropriate or needed, the speaker will also express special acknowledgments, signal question/discussion opportunity or introduce the aid of the presentation.

2. Sample comprehension

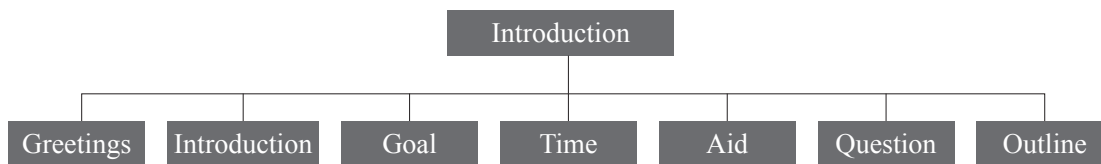


Hello and welcome to Standard Electronics! I’m Geoff Maxwell, the Factory Manager in charge of the plant you’ll be seeing today. I know some of you have come a long way today so we aim to make your tour both interesting and worthwhile. Before we start the tour, I’d like to give you a brief presentation about the company, and this will help to put the production side of the business into context. My talk will last about 15 minutes and I’ll be using the flip chart. Now there’s quite a lot to cover, so I’d be grateful if you’d hold any questions until the end of my talk.

Firstly, we’ll run briefly through the history of the company. Secondly, I’ll tell you something about our main markets. This is important in understanding the production process. And finally, I’ll come to the people—our most important asset.

3. Structure analysis

Analyze the structure and retell it according to the mind map.



4. Language focus

1) *Greeting the audience*

- (1) It is a great pleasure to have you here.
- (2) I want to thank you for joining us today.
- (3) Thank you for taking the time for this meeting.

2) *Introducing the speaker*

- (1) My name is Ben. I am with the Planning Department of Lightening Corporation. And I'm going to make a presentation today.
- (2) I am Garry, financial analyst at the Tianjin branch.

3) *Signaling question/discussion opportunity*

- (1) There will be time for questions and discussion at the end of my talk.
- (2) If you have questions, please feel free to interrupt.

4) *Introducing the topic*

- (1) I'd like to talk to you about...
- (2) This presentation will cover mainly...
- (3) I am going to show that...
- (4) I will argue that...

5) *Briefly previewing the organization of the body of your talk*

- (1) The main points I will make are, first..., second..., and third...
- (2) The subject can be examined under the following headings...
- (3) We can divide this area into a number of fields. They are...

6) *Indicating time*

- (1) I will speak for only 10 minutes.
- (2) My presentation will last only 20 minutes.

5. Presentation practice

1) *Translate the following sentences into English or Chinese.*

- (1) 大家早上好! 很高兴今天能在北京和大家见面。
- (2) 感谢各位的光临。
- (3) 请允许我做自我介绍。
- (4) 我的演讲分为三个部分。
- (5) 如果有什么疑问的话, 请随时提问。
- (6) We have a lot to cover today, so I'd be grateful if you hold your questions until the end of my presentation.

- (7) What I would like to introduce is our new product, Super printer.
- (8) In my presentation today, I'm going to report on the European market.
- (9) I would like to focus on what caused the sudden slump in sales and the possible countermeasure.
- (10) Can everyone in the back hear me well?

2) *Write the introduction of a presentation in business setting, including the following points:*

- Greeting
- Self-introduction
- Goal
- Time arrangement
- Q & A activity
- Outline

III. Body

1. Overview of preparing the body of a speech

The body of your speech presents claims and evidence in support of your presentation. It should be broken into several central points, each of which may have sub-points. The main points should be brought out one by one, with concise and relevant supportive evidence, statistics or examples and verbal “signposting” of your progress through your argument or report. Generally, basic structural suggestions for points can be arranged as follow:

- Begin the body of the talk
- Develop the first point
- Sum up the first point
- Emphasize a point
- Introduce the second point
- Develop the second point
- Sum up the second point
- Bring in the final point
- Develop the final point
- Sum up the final point
- Introduce a contrasting idea
- Sum up the body of the talk and remind listeners of the topic

Besides, the speaker should also take the following factors into consideration.

1) *Topic Sentence*: The topic sentence introduces the major arguments or claims supporting the thesis in an analytical speech and the topic of each point in an informative speech.

2) *Clarify Evidence*: Provide an explanation of your evidence so that the audience can understand and evaluate it. When presenting a graph, explain what each axis represents and highlight important conclusions or relationships in the data.

3) *Transition*: Transitions help you balance the need to break your presentation into sections with the need to convey the interdependent nature of your ideas. Signal a transition between points by explaining how one point

relates to the next.

4) *Example*: Add examples to demonstrate each concept or area. Real-life case studies, stories and research findings bring your presentation to life and help people engage with the facts. Refer back to the point you are illustrating at the end of each example.

5) *Diagram*: Introduce diagrams to summarize information, practices or theories. Use them as a focus for further explanation. They will help people see how different aspects of information fit together.

2. Sample comprehension



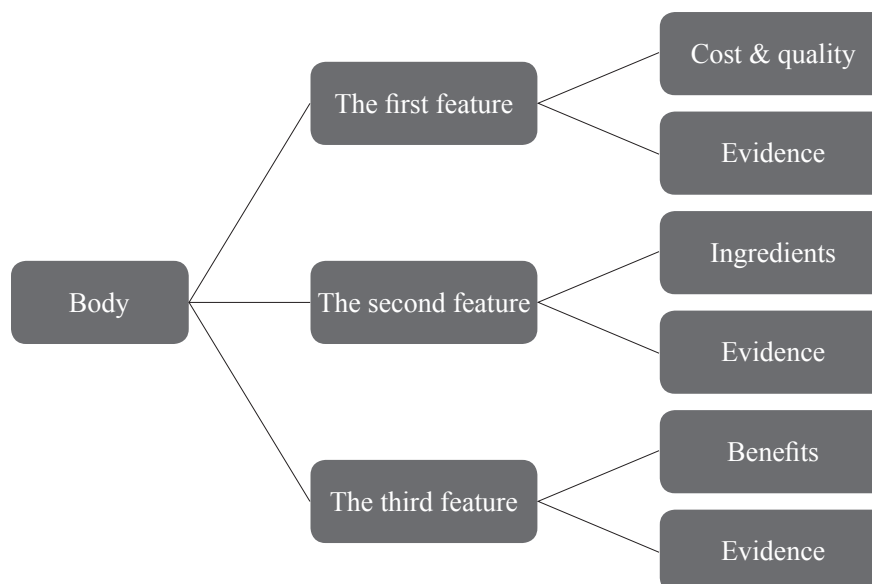
The first feature of Green Soap I would like to place emphasis on is its cost effectiveness and its high quality. Green Soap, manufactured by using only high-quality natural ingredients, can be made at only about half the price of other companies' soap. Products which are free from additives and fragrances and are made from only natural ingredients tend to be more expensive by 20% to 50% than conventional products using oil.

The second feature is that it can be manufactured from ingredients that are eco-friendly. Since a lot of consumers love and know natural facial oil, I'm sure they will welcome soap made from this eco-friendly oil. As I mentioned earlier, Green Soap is successfully created by the oil extracted in the process of making natural facial oil. As you know, consumers do love natural facial oil, which is made from herbs and is 100% biodegradable.

Last but not least, Green Soap will enhance our image and therefore will eventually bring in huge benefits. Consumers who are concerned about environmental issues tend to pay attention to what they put on their skin. We learned this through our survey which was conducted on 1,000 consumers. Although as a company we have to seek benefits, we have been doing our business with consideration to our natural surroundings in mind. Introducing Green Soap will make us more respected as an environment-oriented company in society and will result in merits that we cannot value in terms of money.

3. Structure analysis

Analyze the structure and retell the body part above according to the mind map.



4. Language focus

1) *Introducing points*

- (1) The first point I would like to address is...
- (2) Let me first raise...
- (3) Secondly, I'd like to turn to...
- (4) Finally, we need to look at...

2) *Developing points*

- (1) For example, ...
- (2) This is especially important because...
- (3) An important statistic in this...
- (4) This situation exists because...
- (5) It's worth noting that...

3) *Summing up points*

- (1) So, we can see that...
- (2) Thus, the result is...
- (3) It means that...
- (4) It's evident that...

4) *Emphasizing a point*

- (1) I'd like to stress that...
- (2) Let me repeat that...

5) *Introducing a contrasting idea*

- (1) By the way...
- (2) Incidentally...

6) *Summing up the body of the talk and reminding listeners of the topic*

- (1) To summarize...
- (2) To review, we have found that...
- (3) What I have been saying is that...

5. Presentation practice

1) *Translate the following sentences into English or Chinese.*

- (1) 首先，我想就我们公司的新产品做简单的说明。
- (2) 我想强调的第二点是这个产品由百分百真丝制成。
- (3) 最后，我想谈谈我们公司的销售方针。
- (4) 我相信这个方案一定会在董事会上通过。
- (5) 在这里我想讲的最重要一点是，我们公司重视工作经验。
- (6) The great advantage of this system is that we can provide customers with 24 hour-a-day support.
- (7) Our top priority is to reach an agreement with their company.
- (8) As you can see from the chart, the total sales of our goods reached \$ 2 billion last year.

(9) It is well known that the main reason why this product was a big hit is that the price was much lower than similar products.

(10) In view of the market fluctuation, we should reduce the production by 15%.

6. Read the excerpt of a presentation and draw a mind map

First, let me briefly explain about the development background of G-10. The new product is intended to replace existing products, and its development was initiated to boost the falling demand for existing DVD players. The product was developed specifically to meet the changing needs of the market and the customers for high definition and high quality sound. The product was developed with high ambitions to lead the HD DVD market.

Second, I would like to go over the main features of the new product. The new generation DVD player is user-friendly, as it offers easy-to-use functions. It is equipped with the most advanced High Definition technology as well as a slim, modern, compact, and stylish design. It is not only great to look at, but it also has the latest technology. In addition, it is compatible with all existing DVD formats, so you don't have to throw away your old DVDs.

Third, let me specify some technical aspects of the new generation DVD player. It has HD content output via HDMI, and it provides built-in Dolby Digital, Dolby Digital Plus, DTS and DTS-HD Decoders. The new product also offers broadband internet connection. The dimensions of the product are 18 inches wide, 4 inches high, and 13 inches deep.

Next is about the marketing strategy. The market segment we are targeting for this new generation G-10 is high-end consumers. However, we believe the new product has a competitive edge since it will be priced 10% lower than those of our competitors. We also plan to increase its brand recognition through internet banner advertising. To this end, we will allocate 10% of the total advertising budget on it.

Last but not least, the outlook of the new product. The plan is to release the new product on the market on June 1st this year. To meet the release schedule, mass production is scheduled to start from May this year. We expect our market share to reach up to 20% with the new product. Considering the cutting-edge technology of the product, it is expected to set a new industrial standard boosting our annual profits by 10.5%.

IV. Conclusion

1. Overview of ending a speech

The end part is more important than the beginning. This is because of the recency factor—put simply, people are likely to remember the last thing they are told much more than the points made earlier in a presentation. So a good ending to the presentation is essential. There are a number of techniques that can work well, but they should link in to the main structure of the presentation. Similar to a written assignment, the conclusion again states your main points and what has been learned or shown. The summary should refer back to the content. It should also act as a final reminder of what you want the audience to take away from your presentation.

In many business settings a presentation ending would also benefit from a call to action. If necessary, references and contact details can be provided. A presenter tells the audience where they can find out more about you or your business. You can also offer contact details so that anyone with a question or enquiry can easily get in touch.