

# Lesson 7

## Business Presentation

### 1. Vocabulary

1. Confectionery
2. GPS
3. Online Tracking
4. Reliable
5. Matter of fact
6. Track record

### 2. Lesson: Elevator Pitch

**Drew:** Jim, this is Max Hall, owner of Hansel and Red Confectionery.

**Max:** It's a pleasure to meet you, Jim

**Jim:** Jim Jones, Jones's Delivery Service.

**Max:** Jones's Delivery Service? Online Delivery?

**Jim:** Yes, we are. Well, a lot of delivery services are online now, except for the actual delivery, of course.

**Max:** I agree. That's very interesting though, especially in the age of GPS and online tracking.

**Jim:** You're right. The internet and new technology have helped change the business a lot. Our success rate of 98% has remained consistent due to these developments, not to mention the fact that GPS and online tracking have

offered our customers the convenience of getting information about their respective deliveries just by logging in to the internet in their homes, at anytime they wish to check.

**Max:** Good for you.

**Jim:** Indeed. Nonetheless, a lot of companies still encounter a tough time finding reliable delivery services. But, in our case, we guarantee that our clients can sleep peacefully at night confident that their delivery needs are handled in the best manner possible.

**Max:** I could use some really good sleep.

**Jim:** I am confident we can help you on that matter. Here's what we can do – superior support for your online sales, cut your costs, and make happy customers in the process.

**Max:** Sounds good to me. Could I have your card?

**Jim:** Of course! Here it is.

**Max:** Thanks. And here's mine.



### 3. Key Expressions

#### Relating to a company's need:

- \*To tell the truth, we've dealt and won over some real challenges before.
- \*In fact, we have worked on the same application you're using.
- \*As a matter of fact, we have been running a project that's very similar to yours.
- \*We've had a lot of experience working with similar establishments.

#### Using inversion:

- \*In addition to..., we worked on...
- \*Not only can we..., we can also...
- \*Beyond simple supervision, I am able to...

#### Presenting the qualifications:

- \*Our company's track record can attest the quality of our output.
- \*Our history shows that we just don't...

#### Asking for follow-up information:

- \*Can you fill me in on the scope of the position?
- \*Do you mind telling me that starting salary?
- \*Is this an entry level position?
- \*Could you tell me how much trouble this job involves?
- \*Is this a contract position or a regular one?

## 4. Let's Apply

An elevator pitch is an overview of an idea for a product, service, or project. The name “elevator pitch” reflects the fact that an elevator pitch can be delivered in the time span of an elevator ride, and to hopefully get anybody’s point across quickly thereby making an opportunity to make a sale.

A simple elevator pitch would generally give answers to the following questions, in less than 200 words:

- \*What is the product/service/project?
- \*What benefits will be enjoyed by the buyer, investor, and/ and or sponsor?
- \*Who are you? What makes you feel positive and why you will be successful?

By using these questions and the examples in the lesson as your guide, craft a simple original elevator pitch of your company or your service.