



## BUSINESS ENGLISH PHRASES

### Presentations In English Super Triple Pack

#### Series One

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2. Presentations Series 2: Main Part (Body)
3. Presentations Series 3: Effective Presentations
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Bonus:

16. Presentations Platinum Series 6: Good International Presentation (example)



## BUSINESS ENGLISH PHRASES

### Presentations Series 1 Openings and Conclusions


|   |  |
|---|--|
| Greeting  | <p><b>Good morning everyone.</b><br/> <b>Good afternoon everyone.</b><br/> <b>My name is (pause)</b> John Wilson and <b>I'm a (pause)</b> project manager for (pause) Rivasoft.<br/> <b>I am</b> Petra Stilov and <b>I run</b> Rivasoft's European Office.</p>   |
| Introduction  | <p><b>My presentation is about</b> Managing Virtual Teams.<br/> <b>I'm here to talk about</b> Managing Virtual Teams.</p>  |
| Explain purpose   | <p><b>The purpose of my presentation is to explain</b> how to manage virtual teams.<br/> <b>In this presentation my goal is to explain</b> how to manage virtual teams.</p>  |
| Outline structure   | <p><b>I've divided my presentation into 3 parts:</b> Cultural Differences, Management and Virtual Teamwork.<br/> <b>Today I'd like to cover</b> 3 main ideas.<br/> <b>I'll answer any questions at the end.</b></p>  |
| Outline structure   | <p><b>Firstly</b> cultural differences, <b>then</b> management <b>and finally</b> virtual teamwork.<br/> <b>Firstly</b> cultural differences, <b>secondly</b> management, <b>thirdly</b> virtual teamwork.<br/> <b>At the end I'll give out a handout that</b> includes all the presentation slides.</p>                             |
| Openings - Stimulate interest:<br>Interesting facts                                     | <p><b>In a survey of</b> 3000 multinational companies, 83% had problems with virtual teams' performance.<br/> <b>8 out of 10</b> professionals have worked in virtual teams.<br/> <b>According to Harvard University,</b> by 2020 virtual teams will be the norm in most companies.</p>  |
| Openings - Stimulate interest:<br>Ask questions & rhetorical questions                  | <p><b>Raise your hand if</b> you have worked virtually?<br/> <b>Anyone like to make a guess?</b><br/> <b>How can we</b> improve communication between virtual teams?</p>   |
| Openings - Stimulate interest:<br>Emphasise importance                                  | <p><b>This information is important for</b> decision-making within virtual teams.<br/> <b>As you are all involved in</b> virtual teams <b>you need to know how to</b> adapt your management style.<br/> Adapting your management style <b>is crucial to understanding the problem.</b></p>   |
| Openings - Stimulate interest:<br>Ask the audience to imagine themselves in a situation | <p><b>Remember back to when</b> you managed your first team. <b>What would you do differently now?</b><br/> <b>Imagine you're</b> leading a virtual team based in 4 countries. <b>How would you</b> kick-off the project?<br/> <b>Have you ever been in the situation where</b> communication doesn't flow between team members?</p> |
| Summarising   | <p>There are 3 main points <b>to remember:</b> cultural differences, management and virtual teamwork.<br/> <b>To sum up,</b> there are 3 main areas; cultural differences, management and virtual teamwork.<br/> <b>As we've seen in this presentation today, the main ideas were</b> cultural differences, management and</p>       |

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|                 | virtual teamwork.   |
| Summarising     | <p><b>To summarise</b> the 3 main areas are cultural differences, management and virtual teamwork.</p> <p><b>At this stage</b> I'd like to go over the key points.</p> <p><b>As we've seen in this presentation today the three main points are</b> cultural differences, management and virtual teamwork.</p>                                |
| Recommendations | <p><b>The recommendation would be to</b> focus strongly on relationships in the beginning.</p> <p><b>We recommend that</b> you focus strongly on relationships in the beginning.</p> <p><b>What I'd like to propose is</b> focusing on relationships in the beginning.</p>  |
| Conclusions     | <p><b>In conclusion, the keys are to</b> focus strongly on relationships, trust and communication.</p> <p><b>I'd like to finish by recommending</b> focusing strongly on relationships, trust and communication.</p> <p><b>I'd like to leave you with</b> the following thought "Strong Virtual Teams are built on Strong Relationships".</p> |
| Conclusions     | <p><b>Finally it is important to note that</b> strong virtual teams are relationship teams.</p> <p><b>Let me finish with the following idea,</b> "Strong Virtual Teams are built on Strong Relationships".</p>  |
| Questions       | <p>If you have any questions, <b>I'd be pleased to answer them now.</b></p> <p><b>Any questions?</b></p> <p><b>All the presentation slides are included in this handout.</b></p>  |

**Presentations Series 2  
Main Part (Body)**

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| Outline structure                         | <p><b>I've divided my product presentation into 3 parts:</b> sales, distribution and logistics.<br/> <b>Today I'd like to cover 3 main ideas.</b><br/> <b>I'll answer any questions at the end.</b></p>  |
| Outline structure                         | <p><b>Firstly</b> I will talk about sales, <b>then</b> distribution <b>and finally</b> logistics.<br/> <b>Firstly</b> I will talk about sales, <b>secondly</b> distribution and <b>finally</b> logistics.<br/> <b>At the end I'll give out a handout</b> that includes all the presentation slides.</p>            |
| Signposting:<br>Introducing a point       | <p><b>Let's begin by talking about</b> sales.<br/> <b>Let's start with</b> sales.<br/> <b>My first point is</b> sales.</p>   |
| Signposting:<br>Next point                | <p><b>My next point is</b> distribution.<br/> <b>Let's move on to the next point,</b> distribution.<br/> <b>Now we come to my final point,</b> logistics.</p>  |
| Link cause to effect                      | <p>Losses in March 2012 were <b>due to</b> a rise in sales tax.<br/> Losses in April were <b>caused by</b> a rise in transport and delivery costs.<br/> Losses in May <b>resulted from</b> defective products being withdrawn from sale.</p>   |
| Link cause to effect                      | <p>Mismanagement <b>led to</b> losses in the first 6 months.<br/> A strategy rethink <b>resulted in</b> increased profits.<br/> Increased oil prices <b>caused</b> losses in the first quarter of 2013.</p>  |
| Present main ideas:<br>Giving more detail | <p><b>I'd like to elaborate on my first point,</b> sales.<br/> <b>Let me expand on my second point,</b> distribution.<br/> <b>This means that</b> increasing market share is critical.<br/> <b>The reason that</b> market share is critical <b>is because</b> new competitors are looking to enter the market.</p> |
| Signposting:<br>Referring to something    | <p><b>I'd like to look at</b> last year's financial results.<br/> <b>As you can see in</b> graph 5.<br/> <b>If you turn to</b> page 8 in the handout <b>you'll see</b> graph 5.</p>  |
| Describe graphs, charts and data          | <p><b>Graph 5 shows</b> the rise in operational costs.<br/> <b>Have a look at</b> this model. What's wrong with it?<br/> <b>Let me show you</b> a chart that summarises this point.</p>  |
| Compare ideas                             | <p><b>On one hand</b> we can see rising operational costs <b>and on the other</b> stagnating profit margins.<br/> <b>By contrast what we notice is</b> a rise in market share.<br/> <b>Conversely what we notice is</b> higher fixed costs.</p>  |
| Emphasise ideas                           | <p><b>Also</b> operational costs were less than last year.<br/> <b>In addition</b> operational costs were less in 2012.<br/> <b>Additionally,</b> operational costs were lower in 2012.</p>  |
| Express opinions                          | <p><b>In my opinion this trend</b> will also continue next year.<br/> <b>In my view this trend</b> will not be repeated this year.<br/> <b>It seems to me that this trend</b> will continue this year.</p>   |
| Recommend                                 | <p><b>The recommendation would be to</b> change suppliers.<br/> <b>I recommend that we</b> renegotiate with the supplier.<br/> <b>So what I'd like to propose is to</b> renegotiate with the</p>   |

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|             | <p>supplier.</p> <p><b>I propose that we</b> renegotiate the supplier's contract.</p>   |
| Reject      | <p><b>From my point of view we shouldn't support this proposal as</b> it's just not cost-effective.</p> <p><b>I think we should reject this option based on</b> the arguments presented.</p> <p><b>In my opinion we ought to discard this option because</b> it's not feasible in terms of the project's time limits.</p> |
| Summarising | <p><b>So</b> there are 3 main ideas <b>to remember</b>.</p> <p><b>To summarise</b> there are 3 main points to remember.</p> <p><b>As we've seen in this presentation today,</b> the main ideas were sales, distribution and logistics.</p> <p><b>To recap the main points were</b> sales, distribution and logistics.</p> |
| Conclusions | <p><b>In conclusion</b> projects need buy-in at all levels of the company to be successful.</p> <p><b>I'd like to finish by recommending</b> the importance of achieving buy-in from all departments in the company.</p> <p><b>I'd like to leave you with the following thought,</b> "people make projects".</p>          |

|  | <b>BUSINESS ENGLISH PHRASES</b>  |
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| <b>Presentations Series 3<br/>Effective Presentations</b>                         |  |
| Greeting  | <b>Good morning.</b><br><b>Good afternoon everyone.</b><br><b>My name is (pause) Chia Shen and I'm the (pause) project manager for (pause) DBT.</b>  |
| Introduction  | <b>The subject of my presentation is Web 2.0.</b><br><b>I'm here today to talk to you about Web 2.0.</b><br><b>I've been asked to talk to you today about Web 2.0.</b>   |
| Explain purpose   | <b>The purpose of my presentation is to explain why Web 2.0 is and will be important.</b><br><b>In this presentation my goal is to explain why Web 2.0 is so important now.</b>  |
| Stimulate interest:<br>Interesting fact   | <b>It may surprise you to know that 63% of companies don't have an Enterprise Social Network platform.</b><br><b>8 out of 10 professionals use Social Networks in their free time.</b><br><b>According to Harvard University research, companies that invest in an Enterprise Social Network increase employee productivity.</b> |
| Stimulate interest:<br>Ask audience questions or rhetorical questions             | <b>Raise your hand if you think it's a good idea to be able to collaborate and communicate in real time?</b><br><b>Anyone like to make a guess?</b><br><b>How can we improve communication between teams?</b><br><b>So what about operating costs? (rhetorical)</b>  |
| Stimulate interest:<br>Emphasise importance                                       | <b>This information is important for making critical decisions.</b><br><b>As you are all involved in this project you need to know the importance of the project's milestones.</b><br><b>Context is crucial to understanding the problem.</b>  |
| Outline structure   | <b>I've divided my presentation into 3 parts.</b><br><b>In my presentation today I'd like to cover 3 main ideas.</b><br><b>Firstly design, then planning and finally implementation.</b><br><b>Firstly design, secondly planning and thirdly implementation.</b>   |
| Signposting:<br>Introducing a point   | <b>Let's begin by talking about design.</b><br><b>Let's start with design.</b><br><b>My first point is design.</b>   |
| Signposting:<br>Next point  | <b>My next point is planning.</b><br><b>Let's move on to the next point, planning.</b><br><b>Moving on to the next point, planning.</b><br><b>Now we come to my final point implementation.</b>  |
| Presenting main ideas:<br>Giving more detail                                      | <b>Let me expand on my second point, planning.</b><br><b>I'd like to elaborate on my first point, design.</b>  |
| Signposting:<br>Referring to something  | <b>I'd like to look at last year's financial results.</b><br><b>As you can see in this graph.</b><br><b>If you turn to page 15 in the handout you'll see table 3.</b>  |
| Summarising   | <b>There are 3 main points to remember.</b><br><b>To sum up there are 3 main points to remember.</b>   |


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|                 | <p><b>To summarise</b> there are 3 main points to remember.<br/> <b>As we've seen in this presentation today</b>, there were 3 main ideas.<br/> <b>Let's recap the main ideas.</b></p>  |
| Recommendations | <p><b>The recommendation would be to</b> spend more than 70% of your time on design and planning.<br/> <b>We propose that you...</b><br/> <b>So what I'd like to propose is....</b></p> |
| Concluding      | <p><b>In conclusion, it is important to...</b><br/> <b>I'd like to finish by recommending...</b><br/> <b>I'd like to leave you with the following thought.</b></p>                      |
| Ending          | <p>If you have any questions, <b>I'd be pleased to answer them now.</b><br/> <b>Here is a handout</b> that contains the main ideas of my presentation.</p>                              |

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| Introduction                           | <p><b>Ok let's look at</b> the graph for 2012.<br/> <b>This graph compares</b> operational costs <b>to</b> profits.<br/> <b>This chart compares</b> operational costs <b>to</b> profits.<br/> This graph <b>shows</b> operational costs <b>from</b> 2008 <b>to</b> 2013<br/> This chart <b>shows</b> operational costs <b>from</b> 2011 <b>to</b> 2013.</p> |
| Referring                              | <p><b>As this graph shows we can see</b> operating costs rose in March 2010.<br/> <b>As you can see</b> operating costs rose in July 2010.<br/> <b>This part of the graph clearly shows</b> a sharp rise in operating costs.</p>  |
| Move from point to point               | <p><b>Ok I'll start by explaining</b> operating costs in 2010.<br/> <b>First we'll look at 2010. Next,</b> we'll look at 2011.<br/> <b>Let's move on to the next point.</b></p>   |
| Describing:<br>Go up quickly           | <p>Prices <b>surged in</b> April 2011.<br/> Prices <b>soared in</b> May 2011.<br/> Prices <b>shot up in</b> May 2011.</p>   |
| Describing:<br>Go up slowly            | <p>Costs <b>rose slowly in</b> May in 2011.<br/> Costs <b>increased steadily in</b> May 2012.<br/> Costs <b>went up gradually in</b> May 2011.</p>  |
| Describing:<br>Go down quickly         | <p>Share prices <b>slumped</b> last year.<br/> Share prices <b>plummeted</b> last year.<br/> Share prices <b>plunged</b> last year.</p>   |
| Describing:<br>Go down slowly          | <p>Market share <b>slide in</b> June 2012.<br/> Market share <b>decreased slowly in</b> June 2012.<br/> Market share <b>went down gradually in</b> June 2011.</p>   |
| Describing:<br>Recover                 | <p>Revenues <b>bounced back in</b> May 2009.<br/> Revenues <b>recovered in</b> May 2011.</p>  |
| Describing:<br>Maintain the same level | <p>Growth <b>reached a plateau in</b> March 2013.<br/> Growth <b>levelled off in</b> March 2012.<br/> Growth <b>stabilised in</b> March 2013.</p>   |
| Describing:<br>Reach a high point      | <p>Productivity <b>peaked at 6% in</b> the middle of May.<br/> Productivity <b>reached a high point of 6% in</b> April.</p>   |
| Describing:<br>Reach a low point       | <p>Operational costs <b>hit rock bottom in</b> June 2011.<br/> Operational costs <b>bottomed out in</b> June 2012.<br/> Operational costs <b>collapsed to it lowest level in</b> June 2010.</p>   |
| Describing:<br>Trends                  | <p><b>In the Q1 (first quarter)</b> there has been a sharp rise.<br/> <b>Since</b> October 2012 <b>and until</b> January 2013 prices have stagnated.<br/> <b>The trend was</b> increasing costs between June and October 2012.</p>  |
| Describing:<br>Future trends           | <p><b>Over the short term</b> we are expecting a fall in profits.<br/> <b>Over the short run</b> we are expecting a rise in profits.<br/> <b>Over the medium term</b> there will be a fall in profits.</p>  |
| Describing:<br>Future trends           | <p><b>Over the medium run</b> there will be a fall in profits.<br/> <b>Over the long term</b> we'll see a rise in profits.<br/> <b>Over the long run</b> we'll see a rise in profits.</p>   |
| Emphasising a point                    | <p><b>We do see a need for</b> implementing this plan now.</p>  |



**What I'm suggesting** are cuts in production.  
**We need to** reduce packaging size and weight.

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| Explain when you will answer questions                            | <b>I have set time aside</b> at the end of my presentation <b>for questions.</b><br>If you have any questions, <b>I'll answer them at the end.</b><br><b>Please save your questions</b> until the end.   |
| End of presentation   | <b>Any questions?</b><br><b>Now for the questions.</b><br><b>Let's begin with the questions.</b>   |
| Breaking the ice<br>(when nobody wants to start asking questions) | <b>Someone asked me, "what if this trend</b> doesn't happen until 2015?"<br><b>A question many people ask is, "what if this trend</b> occurs earlier?"<br><b>One question that people usually ask is "what if this trend</b> happens in 2014?"                                       |
| Repeat the question<br>(in your own words)                        | <b>So what you're saying is</b> "that it is more complicated than expected", <b>is that right?</b><br>"That it is more complicated than expected", <b>correct?</b><br><b>As I understand what you saying is</b> "that it is more complicated than expected", <b>is that correct?</b> |
| Asking for repetition   | <b>Sorry I didn't catch that,</b> can you repeat that again?<br>I'm sorry, <b>could you repeat that?</b><br><b>I'm not sure I understand.</b> Can you explain that again?<br><b>Can you explain that in a different way?</b>   |
| Good questions  | <b>I'm glad you asked that.</b><br><b>Thanks for bringing up this key point.</b><br><b>Good point. Good question.</b>  |
| Good questions  | <b>That's a very good question.</b><br><b>Interesting point. What do you think?</b><br><b>What would you do?</b>   |
| Difficult Questions   | <b>Sorry I don't know that off the top of my head.</b><br><b>I don't have that information at hand.</b><br><b>I'm afraid I don't have that information with me.</b><br><b>Sorry, I'm not in a position to comment on that.</b>   |
| Difficult Questions   | Your question covers a wide area. <b>Let me answer it point by point.</b><br><b>To be honest I think that raises a different issue.</b><br><b>I'd rather discuss that at another time,</b> if that's OK.<br><b>I'll look into that and I'll get back to you.</b>                     |
| Referring to the presentation                                     | <b>Well as I mentioned earlier</b> this trend is rising.<br><b>Well as I said before</b> this trend happened in 2000.<br><b>I think we covered that in the first part.</b><br><b>I think I answered that earlier.</b>  |
| Irrelevant Questions  | <b>I'm afraid I don't see the connection.</b><br>Sorry, I don't follow you. <b>Can you clarify?</b><br><b>I think that's best answered in another presentation</b>   |
| Final Conclusion  | <b>I'd like to finish by saying,</b> "people make projects".<br><b>I'd like to leave you with the following thought,</b> "people make projects".<br><b>As a final conclusion,</b> "people make projects".  |

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|  | <b>BUSINESS ENGLISH PHRASES</b>  |
|   | <b>Presentations Platinum<br/>Series 6<br/>Good International Presentation<br/>(example)</b>   |
| Welcome   | <p><b>Good morning and could I start by saying I am very pleased</b> to be at your conference today to talk about the future role of public broadcasting.</p> <p><b>I would like to thank the EBU for inviting me to speak</b> today here in Copenhagen.</p> <p><b>My name is (pause) Peter Williams and I was the (pause) Ex-Director General for (pause) the BCBC.</b></p>   |
| Explain presentation purpose  | <p><b>My position is this. I believe that for political, economic and technological reasons, public broadcasters are looking at the future and questioning what their role will be, and that is what I will be addressing today.</b></p> <p><b>The goal of my presentation</b> is to help and explain the future role of public broadcasters.</p>  |
| Beginning   | <p><b>But first let me start by explaining</b> my background.</p> <p><b>I started as a journalist before occupying</b> a range of managerial positions over 15 years.</p> <p><b>I then joined the BCBC and in my 6 years in charge</b> we developed revolutionary services such as, 5 digital television channels and the famous iPlayer.</p> <p><b>In that time we also turned BCBC into the most watched public broadcaster in Europe.</b></p> |
| Personal anecdotes  | <p><b>Of course in my time as Director General</b> I regularly met with ECB members.</p> <p><b>My lasting memories are</b> that we pretended that it was fraternal love and respect which brought us together, but in truth we spent more time arguing about sports rights.</p> <p><b>I also remember how we came together</b> to help each other in times of immense political pressure.</p>  |
| Outlining starting position and structure   | <p><b>Now, my starting position is that this is a time of rapid change</b> for all media.</p> <p><b>As a result, it's a particularly difficult time</b> for public service broadcasters.</p> <p><b>I have divided my analysis into three basic areas – political, technological and economic; but of course the three are all inter-connected.</b></p>   |
| Body Point 1: Going into more detail  | <p><b>So let's start with the political. In my experience</b> the relationship between the government and public service broadcaster inevitably worsens over time.</p> <p><b>By and large I believe it's due to</b> their very different roles in society.</p> <p><b>In other words,</b> it's natural they grow apart over time.</p> <p><b>Why is that?</b> Simply put, for divergent interests.</p>   |
| Body Point 2: Going into more detail  | <p><b>Now one of the lessons of technology is that</b> it's essential the organisation stays on the cutting edge in the technological game.</p> <p><b>It doesn't work to</b> shut your eyes and hope the world won't change; technology is moving faster than ever.</p>  |

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| Body Point 3: Going into more detail | <p><b>Finally I'd like to turn to what</b> all of this is doing to the economics.</p> <p><b>I am very doubtful whether</b> advertising will sustain the number of channels each country is creating.</p> <p><b>The big losers in this are</b> advertiser-funded public broadcasters with their declining audiences.</p>   |
| Conclusions                          | <p><b>So to summarise my analysis these are challenging times from</b> changing technologies to politics and difficult economic times.</p> <p><b>To change things at the BCBC,</b> I asked everybody in the organization two questions. <b>First,</b> "what do we need to change to improve our service to the public?"</p> <p><b>Secondly,</b> "what can I do to make your life better?"</p>   |
| Conclusions                          | <p><b>So the first rule is that you</b> have to get all your staff on your side and moving in the same direction.</p> <p><b>The second conclusion I have reached is</b> that in today's world we live in we have to be at the forefront.</p> <p><b>Which brings me on to the third conclusion:</b> don't be afraid of radical change and of doing it quickly.</p>   |
| Inspire action                       | <p><b>I believe</b> public broadcasting <b>matters for society.</b></p> <p><b>I believe</b> the values of public broadcasting <b>matter for society.</b></p> <p><b>But what</b> public broadcasting <b>can't do is just sit and wait, and talk about</b> the good old days. <b>That way lies</b> decline and fall. Time is of the essence.</p> <p><b>Society needs us,</b> needs public broadcasting <b>to help shape society's values.</b></p> |

## **Author**

My name is Christopher Wright and co-director of TETC, The English Training Company ([www.englishtco.com](http://www.englishtco.com)).

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