



# BETTER BUSINESS ENGLISH 60

Quick Techniques

# **Better Business English (eBook & audiobook)**

## **60 Quick Techniques for professionals**

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## How To Use This Book?

I wanted to write this ebook (+ audio) to be a quick and easy resource for busy professionals to 'speak, meet and present in English with confidence!'

It includes 60 quick techniques to improve your Business English in 6 areas:

- Presenting in English
- Telephoning & Conference Calls in English
- Job Interviews in English
- Meeting in English
- Emailing in English
- Negotiating in English

## Develop your confidence speaking in English!

Practice & feedback are the keys to developing confidence!

- 1) Practice speaking in English, audio record yourself (webcam / smartphone).  
Give yourself feedback and ask others for feedback.
- 2) Do 1) again and better!
- 3) Send us your best audio recording for feedback [info@englishtc.com](mailto:info@englishtc.com) or [chris@englishtco.com](mailto:chris@englishtco.com)

Good luck! Wishing you lots of success with your Business English!

See you soon! / ¡Hasta pronto!

*Christopher Wright*

*The English Training Company – Helping professionals and companies become  
Advanced Business English Speakers!*

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**Technique 1**

**What's Your Presentation Purpose?**

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As with most things in life if you don't have a **clear purpose** you won't succeed.

Successful Presentations are no different. You should be able to write your presentation purpose in one short sentence.

Here are two of the most popular for Business Presentations:

1. **To inform:** Your purpose goal is to inform and provide information that helps your audience to understand an issue or subject.
2. **To persuade:** Your goal is to persuade your audience to take a specific action, such as buy a product or implement a new policy.

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**Technique 2**

**5 Presentation Structures**

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Presentations include 3 parts: opening, main body and a conclusion.

Around these 3 parts we structure our presentation.

Here are 5 popular Presentation Structures:

**Directional:** This presentation is organised by following a direction. For example, with a topic starting from the periphery issues and moving towards the core issues.

**Cause & Effect:** The presentation is organised in terms of showing cause and effect.

**Chronological:** The content of the presentation is organised chronologically in terms of time from the oldest event to the most recent event or vice-versa.

**Problem-Solution:** In this presentation you firstly introduce and describe a problem, then explain its solution and finally why you think this solution should be implemented.

**Comparing:** The organisation of this presentation focuses on comparing and contrasting different proposals, options or plans.

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**Technique 3**

**Make a great first impression and a great lasting impression**

Openings And Conclusions

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With a business presentation we all want to make a great first impression and a great lasting impression with our audience.

For a presentation this involves having a **great opening and a great conclusion**.

Openings

Great openings do two things. They immediately catch the audience's attention and communicate what the presentation will be about. Here are some examples:

1. Use a rhetorical question
2. Ask your audience a question
3. Use an unusual fact, statement or research
4. Show an object or a picture

Conclusions

Great conclusions do two things. They reaffirm your presentation's key message to the audience and they help you to leave a great last impression. Here are some examples:

1. Give a summary of your presentation's key ideas (1 to 3 key ideas maximum)
2. Conclude with a challenge (one sentence).
3. Conclude with a question (one sentence).
4. Conclude with a quotation (one sentence).
5. Conclude with an anecdote (one sentence).

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**Technique 4**

**The Power of Storytelling**

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Imagine you have to give a sales presentation to an international audience. And you ask yourself this key question:

- What do I want the audience to remember about me or my company?

One powerful communication tool to help you is **Storytelling**.

How?

Select powerful common images and tell a simple story of how your product/service solved a similar problem faced by their company. Their brain will remember your product/service in images and simple words 10 times longer than just words.

Here is an example to help you with some storytelling phrases:

Example

GHT is a company that has a problem with their email system and need a solution.

- *It was a cold winter's day when GHT's problem first appeared.*
- *Imagine the following situation, GHT's email was not working and everybody was panicking.*
- *So what did everybody at GHT do? Did they start shouting and complaining at their IT support? Did they attack their computers in rage?*
- *No they didn't have to. Within 30 seconds our "Early Warning" Email System had diagnosed the problem and had activated the backup email system.*
- *Meanwhile "Early Warning" worked quietly on a solution.*
- *Knowing that their email was safe and well.. everybody lived happily ever after!*



## Technique 5

## Persuade Without Authority

Here are 3 steps to persuade without authority:

- 1. Sell your expertise and not your job position.** Transform your specialist knowledge into measurable benefits for the company. There are 4 steps; problem, problem's consequences, benefits and outline solution.
  - I. The problem is that we are not dealing with client problems within the 2 days we promise all clients.*
  - II. As a result, we are losing 15% of clients with problems to the competition.*
  - III. The main benefits of my proposal of specialist training are that it will reduce this 15% to the industry average of 3% and also empower employees to solve customer problems.*
  - IV. Let me outline my proposal of specialist training. It consists of 3 parts, firstly...secondly...and finally....*
  
- 2. Speak the language of your audience.** As a specialist or technical expert you need to use manager's language; use more management language and terms.
  - I. This solution achieves the company's goals of improving performance...*
  - II. This solution will deliver the following benefits for the company,...*
  - III. The return on investment is...*
  - IV. The final cost of the proposal is and will save the company 15%.*
  
- 3. Conviction and belief.** When a manager or director is evaluating you, one of the most powerful ways to persuade is through your conviction and belief in your solution or proposal.
  - I. Use positive words for describing outcomes (e.g. succeed, benefit, win).*
  - II. Avoid negative words (e.g. problem, risk, failure).*
  - III. Transmit certainty and use "when" and not "if" for future outcomes.*
  - IV. Transmit certainty using "will" and not modal verbs of possibility (may, might, could).*

## Author

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

My company TETC and I have helped thousands of companies and professionals succeed in Business English and to become advanced Business English speakers.

See our books and articles published by Amazon, Oxford University and McGraw Hill.



## How Can The English Training Company Help You?

***The English Training Company – we help companies and professionals become advanced Business English Speakers.***

*“Do you want to feel good (and in control) when you speak, meet, email and present in English?”*

*“And do you want to have more fluency, confidence and motivation in English?”*

**WE HELP PEOPLE LIKE YOU, LET’S GET STARTED NOW!**

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## The English Training Company

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- Workshops
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