PRESENTING PRODUCTS TO THE CROWD

Objectives:

- To identify the characteristics of a good and bad presentation
- To introduce vocabulary related to presentations
- To review sentence stress and intonation patterns for effective presentations.

Outcome:

- To practice and expand vocabulary and phrases associated with basic sales contact and promotion strategy.
- By the end of the lesson, students will be able to give a sales presentation about their companies' new product

At-home Exercise 1

Time: 50 minutes (AVAILABLE on Moodle)

On January 9, 2007, then Apple's CEO Steve Jobs introduced the iPhone for the first time and the world of mobile devices changed forever.

Watch the presentation by Steve Jobs and discuss the following questions:

– What makes Steve Jobs' iphone 2007 launch presentation effective?

– How does he keep the audience engaged?

Complete the following transcript

This is the day I've been looking forward to for two and a half years.

Every once in a while, a _____ product comes along that changes everything and Apple has been – well, first of all, one's very fortunate if you get to work on just one of these in your career. Apple has been very fortunate. It's been able to introduce a few of these into the world.

1984 – we _____ the Macintosh. It didn't just change Apple. It _____the whole computer industry.

In 2001, we _____the first iPod. And it didn't just change the way we all listen to music, it changed the _____ industry.

Well, today we're _____three revolutionary _____ of this class. The first one is a widescreen iPod with _____. The second is a revolutionary _____phone. And the third is a _____ Internet communications device.

So, three things: a _____ iPod with touch controls; a revolutionary mobile phone; and a breakthrough Internet communications device. An iPod, a phone, and an Internet communicator. An iPod, a phone… are you getting it? These are not three separate devices, this is _____, and we are _____ it iPhone. Today, Apple is going to _____ the phone, and here it is.

No, actually here it is, but we're going to leave it there for now.

So, before we _____, let me talk about a category of things. The most _____phones are called smart phones, so they say. And they typically combine a phone plus some e-mail capability, plus they say it's the Internet. It's sort of the baby Internet into one device, and they all have these little plastic keyboards on them. And **the problem is** that they're _____ smart and they're _____ to use, and so if you kind of make a Business School 101 graph of the smart axis and the easy-to-use axis, phones, regular cell phones are right there, they're not so smart, and they're not so easy to use.

But smartphones are _____ a little smarter, but they actually are harder to use. They're really _____. Just for the basic stuff people have a hard time _____ how to use them. Well, we don't want to do either one of these things. What we want to do is make a leapfrog _____ that is way _____ than any _____ has ever been and super-easy to use. This is what iPhone is.

So, we're going to _____the phone. Now, we're going to start with a revolutionary _____. It is the result of years of research and development, and of course, it's an interplay of hardware and software.

Now, why do we need a revolutionary user interface. Here's four smartphones, right? Motorola Q, the BlackBerry, Palm Treo, Nokia E62 — the usual suspects. And, what's _____ their user interfaces? Well, the _____ with them is really sort of in the bottom 40 there. It's this stuff right there. They all have these keyboards that are there whether or not you need them to be there. And they all have these _____ that are fixed in plastic and are the same for every application. Well, every application wants a slightly different user interface, a slightly _____ set of buttons, just for it.

And what happens if you think of a great idea six months from now? You can't run around and add a button to these things. They're already shipped. So what do you do? It _____ because the buttons and the controls can't change. They can't change for each application, and they can't change down the road if you think of another great idea you want to add to this product.

Well, how do you _____this? Hmm. It turns out, we have solved it. We solved in computers 20 years ago. We solved it with a bit-mapped screen that could display anything we want. Put any user interface up. And a _____ device. We solved it with the mouse. We solved this problem. So how are we going to take this to a mobile device? What we're going to do is _____ of all these buttons and just make a giant screen. A _____ screen.

Now, how are we going to communicate this? We don't want to carry around a mouse, right? So what are we going to do? Oh, a stylus, right? We're going to use a stylus. No. Who wants a stylus? You have to get them and put them away, and you lose them. Yuck. Nobody wants a stylus. So let's not use a stylus.

We're going to use the _____ device in the world. We're going to use a pointing device that we're all born with — born with ten of them. We're going to use our fingers. We're going to touch this _____. And we have invented a new technology called _____, which is phenomenal. It works like magic. You don't need a stylus. It's far more accurate than any touch display that's ever been shipped. It ignores unintended touches, it's super-smart. You can do multi-finger _____on it. And boy, have we patented it.

So we have been very lucky to have brought a few revolutionary user interfaces to the market in our time. First was the mouse. The second was the click wheel. And now, we're going to bring _____ to the market. And each of these revolutionary interfaces has made possible a revolutionary product — the Mac, the iPod and now the iPhone. So, a revolutionary user interface. We're going to build on top of that with software.

Now, software on mobile phones is like baby software. It's not so powerful, and today we're going to show you a software breakthrough. Software that's at least five years ahead of what's on any other phone. Now how do we do this? Well, we start with a strong foundation. iPhone runs OSX.

Now, why would we want to run such a _____ operating system on a mobile device? Well, because it's got everything we need. It's got multi-tasking. It's got the best networking. It already knows how to power manage. We've been doing this on mobile computers for years. It's got awesome security. And the right apps. It's got everything from Cocoa and the graphics and it's got core animation built in and it's got the audio and video that OSX is famous for. It's got all the stuff we want. And it's built right in to iPhone. And that has let us create desktop class applications and networking. Not the crippled stuff that you find on most phones. This is real, desktop-class applications.

Now, you know, one of the pioneers of our industry, Alan Kay, has had a lot of great quotes throughout the years, and I ran across one of them recently that explains how we look at this, explains why we go about doing things the way we do, because we love software.

And here's the quote: "People who are really serious about software should make their own hardware." Alan said that 30 years ago, and this is how we feel about it. And so we're bringing breakthrough software to a mobile device for the first time. It's _____ ahead of anything on any other phone.

Synch with iTunes

The second thing we're doing is we're _____ the iPod, synching with iTunes. You know, we're going to ship our 100 millionth iPod this year, and that's tens of millions of people that know how to synch these devices with their PCs or Mac and synch all of their media right on to their iPod. Right? So you just drop your iPod in, and it automatically synchs. You're going to do the same thing with iPhone. It automatically syncs to your PC or Mac right through iTunes. And iTunes is going to synch all of your media onto your iPhone. Your music, your audio books, podcasts, movies, TV shows, music videos. But it also synchs a ton of data. Your Contacts, your Calendars and your Photos, which you can get on your iPod today, your Notes, your Bookmarks from your Web browser, your e-mail accounts, your whole e-mail set-up. All that stuff can be moved over to your iPhone completely automatically. It's really nice. And we do it through iTunes.

[…]

Let's analyze the structure:

How did Steve Jobs structure his pitch?

1. (00:00) _____

2. (3:30) _____

3. (6:30) _____

4. (7:30) _____

5. End (1:17:00)

Detail what happens between (00:00 and 3:30) _____

#1 The first 30 seconds he _____

#2 _____

#3 _____

2. Detail what happens between (03:30 and 6:30)

#4 _____

3. Detail what happens between (06:30 and 7:30)

#5 He uses many power words such as _____

4. Detail what happens between (07:30 and the end)

#6 He always focuses on the benefits, never the features

A mistake many pitchers or public speakers make, is that they focus too much on the features of a product.

People don't want to hear which software enables them to make phone calls. People want to hear that they can call their friends, at the other side of the world, with just 2 finger taps.

5. End (1:17:00)

#7 He thoroughly researches who he is talking to

#8 He thanks the audience in a humble way

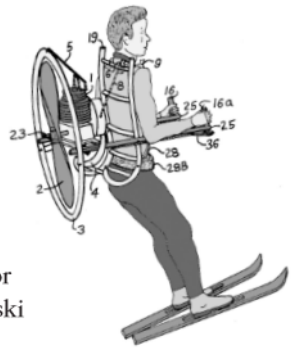
Exercise 2
Presentation openings

Match the presentation openings to the techniques they exemplify.

Presentation openings	Technique
a How many of you here today have ever been in the situation where you wanted to get cash from the bank on a Sunday?	**1** Making a topic statement
b I remember the time when I was asked a difficult question in an interview and had no idea what to say.	**2** Giving an amazing/surprising fact/statistic
c What's the biggest problem that car drivers face today?	**3** 'Visualisation' of statistics
d We have found that four out of every five homeowners don't have adequate insurance cover.	**4** Personalisation through rhetorical/genuine questions about audience's experiences
e With this product you'll be able to slash 35% off your fuel bills.	**5** Personal anecdote
f Today I'm going to talk to you about the new staff training programme.	**6** Stating a problem/personalisation through rhetorical/genuine questions about general issues
g Did you know that Americans on average eat 18 acres of pizza every day?	**7** Showing the benefits and opportunities of your product/service etc.

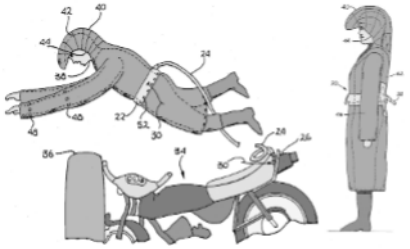
a The ski propeller

Description: For independent skiers. Rucksack unit with small petrol engine (e.g. chain saw motor), propeller for thrust. Throttle controls on ski sticks or on supports attached to motor unit. No more expensive ski passes and lift queues.



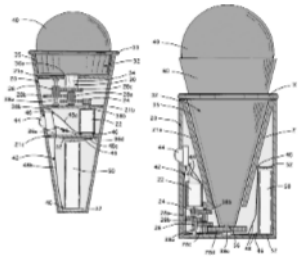
b The full-body motorcycle airbag

Description: Lifesaver for all motorcyclists (could be adapted for bicycles?) Special suit, like a car airbag, attached to bike by a cable which breaks when rider is thrown off – inflates suit. Reusable if checked by service company.



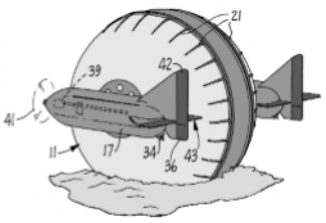
c The motorised ice-cream cone

Description: For kids and adults. Motorised revolving ice-cream cone, electric motor, variable speed control, batteries. Two versions – hand-held or on table/body strap for hands-free use (possibly in-car entertainment?) Small cooler built in to prevent melting.



d The ball boat

Description: Revolutionary water-based transport system. Rolls over water, less friction, higher speed (3x faster than conventional boat), fuel economy, comfort. Powered by propeller engines on cabins attached to each side (can detach in emergency and travel independently).



Exercise 3 : Pushing the right buttons of your customers - Logos, Ethos, Pathos

Watching « Sell me This pen » video.

Exercise 4 – Presentation Language

Your turn

Complete the following presentation excerpts using the words below.

after that	finally	illustrate	outline
to start with	then	describe	specifically
purpose	sum up	thank	tell you

Good morning, everybody. I hope you are all doing well today and I'd like to _____ you all for being here. Today I am here to _____ about our latest product, and more _____ about how it works and what it does. I'd also like to _____ the products' features and _____ inform you about where you can get it and how. _____, I'd like to briefly _____ our current marketing policy in Canada. _____, I'll _____ some of the problems we have encountered in our market share. _____, I'll _____ our progress this year and continue on with our main _____ for being here; the product.

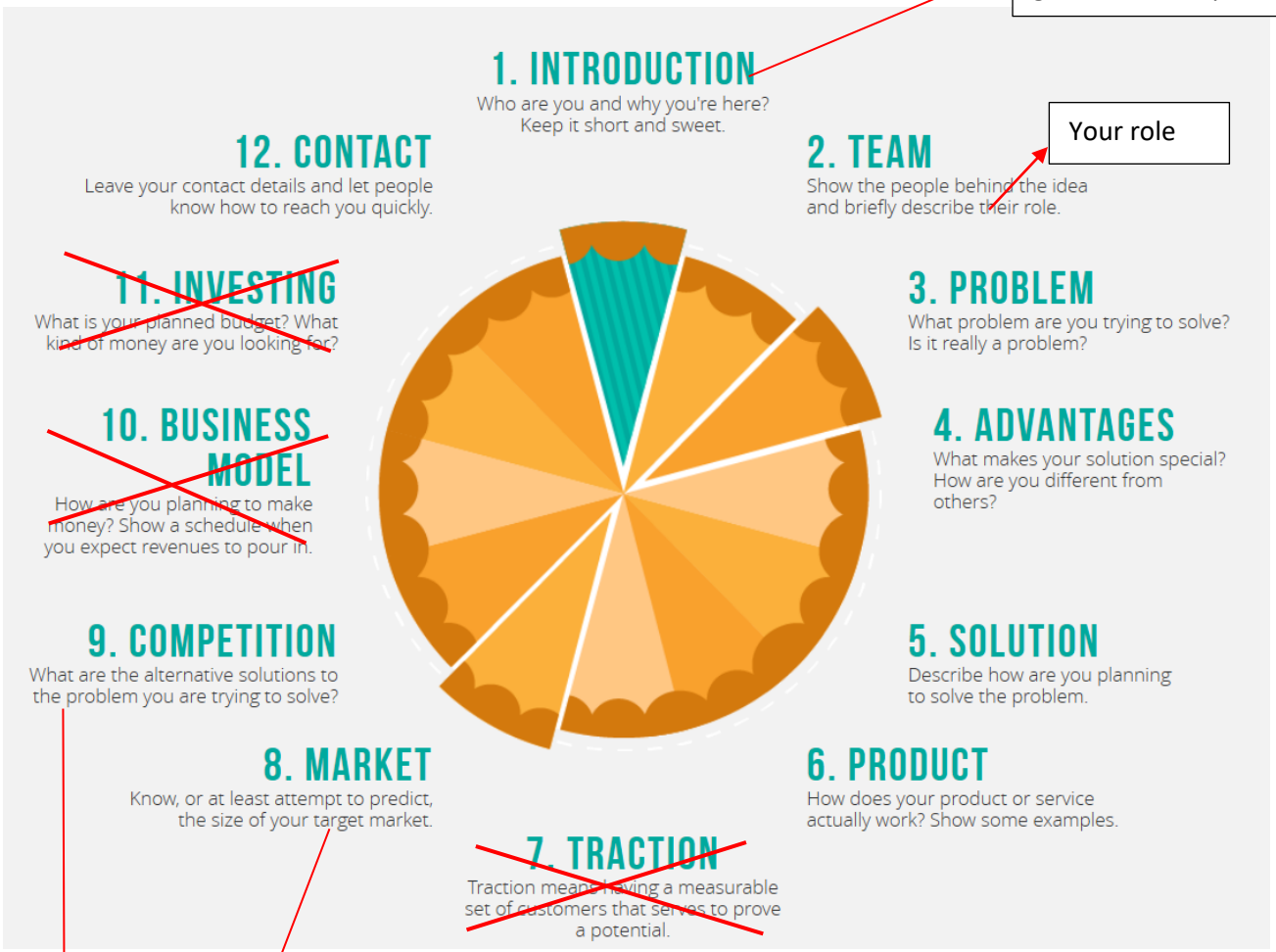
Getting Ready for your presentation

Creating your sales pitch or sales desk

A **pitch deck** is a brief presentation, often created using PowerPoint, Keynote or Prezi, used to provide your audience with a quick overview of your business solution/plan. You will usually use your pitch deck during face-to-face or online meetings with potential investors, customers, partners, and co-founders.

For the L2 Business English class, you will create a simplified version

Use an attention-grabber technique



Your role

For this, you could use a GRAPH (invent figures if need be) pointing to the superiority of your product.