

**LANGUAGE REVIEW**

**Pitching and Persuasive Presentations module (LAN4104)**

**VOCABULARY**

**Products and selling**

advantage  
background  
benefit  
breakdown  
details  
effect  
equipment  
factor  
features  
gear  
growth  
improvement  
model  
range  
specification  
tent

**Verbs**

browse  
cater for  
check out  
count on  
fit someone out  
settle for

**Adjectives**

affordable  
comprehensive  
effective  
harmful  
household  
must-have  
outdoor  
portable  
significant

**Presentation stages**

introduction  
detailed information  
summary  
questions

**Visual support**

bar chart  
floor plan  
flowchart  
line graph  
map  
organogram  
pie chart  
table

**Tourist activity**

basis  
booking  
brochure  
budget  
client  
complimentary

courtesy  
enhancement  
flat rate  
guest  
rates  
staff

**Describing changes**

increase  
go up  
climb  
grow  
rise  
double  
fluctuate

fall  
decline  
halve  
drop  
decrease

flatten out  
remain the same  
be constant  
be steady  
level off

**Adverbs**

slightly  
fractionally  
marginally  
dramatically  
considerably  
substantially

**Elevator pitch**

a campaign  
a game-changer  
a start-up  
an approach  
online engagement  
technology  
visibility

to contribute  
to leverage  
to revolutionise

beneficial  
innovative  
successful

## GRAMMAR

### Persuasive language

wherever you want  
whenever you want  
whatever you want  
in your own time  
at your own speed  
take advantage of  
find out more  
this ensures that

### Formal language

In the event that ...  
Should you require ...  
... is required  
Should you wish to ...  
Please note that ...

### Making something possible

This **means** that you can ...  
This **enables** you to have more ...

### By + -ing form

You get a discount **by pre-selling** the tours.

### Noun + be + to + infinitive

The **answer is to reduce** the price.

### Rhetorical questions

How is this done?  
How can we do this?  
So what's the best way to do this?  
Wouldn't it be wonderful to be able to ...?

## Common abbreviations

USP – Unique Selling Point  
UVP – Unique Value Proposition  
GPS - Global Positioning System  
SMS - Short Message Service  
DNA – Deoxyribonucleic Acid  
WiFi - Wireless Fidelity  
SUV - Sport Utility Vehicle  
FAQ - Frequently Asked Questions  
R&D - Research and Development  
CEO - Chief Executive Officer  
EFTPOS - Electronic Funds Transfer at Point of Sale  
VAT – Value Added Tax  
B2B – Business to Business

## USEFUL PHRASES

### Introducing

First of all, ...  
Firstly, ...  
To begin with, ...  
Next, ...  
After that, ...  
Finally, ...

### Introducing visuals

If you look at the map, ...  
As you can see, ...  
Let's look for a moment ...

### Summarising

To summarise, ...  
All in all, ...  
To conclude, ...

### **Marking a new stage**

Firstly, I would like to welcome you all ...  
Firstly, I'd like to thank you all for coming to this presentation today.  
I would just like to mention ...  
Finally, I would like to add ...  
I would like to hand you over to ...  
Now, let's move on to the next point ...  
Let's look at each of those factors in more detail.  
In conclusion, I believe that the action we have taken ...

### **Inviting questions**

Does anybody have any questions?  
Please don't hesitate to put your hand up, should you have any questions.  
Does anyone have any questions or comments that they would like to discuss?  
At this stage I am happy to answer any questions that you might have.  
Please feel free to ask questions at any time during my presentation.  
Are there any questions that you'd like to raise?  
Please do not hesitate to contact us if you have any enquiries or comments to make.

### **Checking understanding**

Does that answer your question?  
Is that clear?

### **Responding to questions**

I'm afraid I don't know.  
I'm glad you brought that up.  
To answer your first question, ...  
As far as I know, ...

### **Thanking the audience**

Thank you all very much for attending this presentation here today.  
Many thanks for listening and participating.  
I'd like to thank you all for taking the time to come here today.  
Finally, I would like to thank you all for your attention and contribution to this presentation.

### **Elevator pitch**

Hi, I'm Jason Green, and I'm the founder of HomeSweet.  
We're revolutionising the way people...  
Our unique approach has already gained traction, and...  
With a market ripe for disruption and our innovative technology, we're poised for...  
I'd love to discuss how HomeSweet can...

Hi, I'm Alexa Smith. I'm an experienced...  
In my previous role at View Tech, I...  
I'm passionate about leveraging...  
I'm excited about the opportunity to bring my skills...  
Here is my card, should you be interested in talking more about this.