

外贸业务英语:如何做好企业Presentation PDF转换可能丢失图片或格式，建议阅读原文

https://www.100test.com/kao_ti2020/264/2021_2022__E5_A4_96_E8_B4_B8_E4_B8_9A_E5_c29_264080.htm 现在，在企业里

做Presentation是比较常见的。开会时经常有此项内容。一般都采用多媒体辅助手段，设置投影仪，多用Power Point软件做演示。这样做Presentation的表达方式非常丰富，有文字、表格、图形、图象、动画、声音等等，能充分调动起听众的兴趣。虽然在中国，人们认为谦虚才是美德，但是在

做Presentation时，一定要表现出自己想法是多么好，让听众觉得听你做讲演有意义，不是在浪费时间。为赢得他人的喜爱与合作，切记他人的个人兴趣和你的不同，最好从谈些别人感兴趣的话题入手。首先是说服人们做你所期望的事，也就是运用策略，以便在一开始时就能得到肯定的答复。在整个过程中，一开始便尽量尝试着多得到别人说“是”的肯定答复。要善于把抽象的道理讲得清楚明白、诙谐风趣，这不失为说服技巧中的神来之笔。其实，做陈述是集公众演说、行销关系、人际关系以及应用心理学为一体的一项实践活动，要想取得满意效果，应该提前充分准备，而且需要多加练习。

英：Following are the commonly recognized main elements involved in preparing and delivering an effective presentation:

Elements related to ' Style ' Sell the idea You must keep in mind that you are selling something to your audience, whether it be a product, a project, an idea, a strategy, concept or anything else. The primary goal of your presentation must be to convince the audience that they should ' buy ' . Tell a compelling story Your presentation

of the idea and its ramifications must be so thorough, attractive and convincing that the audience is eager to buy into what you 're selling. Basically, you 're capturing their imagination. Be concise State your ideas, goals, and benefits received in a crisp, brief and meaningful manner. Support your idea and story Using relevant facts and figures that drive home the key message that you are trying to get across to your audience. Elements related to ' Content ' Key objectives State the purpose, scope and objectives of the presentation in a clear, concise manner. This can include both qualitative and quantitative elements. Plan Tell the story on how to achieve your objectives (i.e. what activities or tasks need to be done). This is where you identify and describe your strategy (i.e. What, When, Where, How). Supporting evidence Support the main body with relevant business charts to illustrate and highlight key figures. Use relevant facts to support your story. Call to action Creating a sense of urgency for the approval of what you 're presenting ASAP, and instilling a sense of loss if your idea does not proceed beyond this point. 中：一般说来，要准备和发表一篇有效的陈述，需要考虑以下因素：与形式或“风格”有关的因素“兜售”你的观点你必须时刻紧记，你是在试图向你的听众“兜售”东西，无论是产品、计划、观点、策略、理念或随便别的什么东西。而你所作陈述的主要目的就是劝说你的听众“买下”你所兜售的东西。讲有说服力的故事你对自己的想法及其能带来的结果的陈述必须全面、有吸引力和说服力，使你的听众产生想“买下”你所兜售的“东西”的欲望。主要的是要抓住他们的想像力。简明扼要要把你的想法、目标和得到的益处用一种简

洁、明了而又意义明确的方式表达出来。支持你的观点用相关的事实和数字让你的听众接受你想让他们了解的关键信息。与“内容”有关的因素 关键目标 将陈述的意图、范围和目标清楚、简明地告知听众。包括质量方面和数量方面。计划告诉你的听众如何达到目标（即，需要从事什么活动或完成什么任务）。这也是你确定和描述自己策略的好时机（即何时，何地，用何种方法等）。有说服力的例证 用相关的商业图表来支持你陈述的主要内容，并突出关键数据。用相关事实来支持你的观点。号召行动 制造一种紧迫感，以便你所陈述的内容尽快通过或得到批准，同时要给人这种印象：如果你的想法不能实现，将是很大的损失。100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com