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https://www.100test.com/kao_ti2020/497/2021_2022__E6_AD_A3_E5_BC_8F_E5_95_86_E4_c85_497129.htm Lesson Two Formal Verbal Communication in Business I Part I Objectives Four Main Parts of a Presentation 商业演示的四个部分 Delivery Skills 表达技巧 Save you out of embarrassment, at a Presentation 摆脱商业演示中的尴尬场面 Language References 语言参考 Part II The How-Tos Four parts of a presentation Formal presentations are usually divided into four main parts. The introduction The overview The body The ending The introduction At the very least, the introduction should introduce the subject of your presentation.

“ Today I ’ m going to tell you about the recent improvements that have been made to the XL series of engines. ” Depending on the situation, it will also do one or more of the following: Give the audience a reason to listen “ These improvements give greater fuel efficiency and also lower production costs. ” Provide background information. “ As you probably know, our market share has been falling in recent years. ” Narrow the topic. “ In particular, I will show you how these improvements make our engines better than our competitors. ” The overview The overview provides a preview of your presentation for the audience. It is easily done by explaining the structure of your presentation. “ First, I ’ m going to describe the new features of the engine. ” “ Second, I ’ ll show you some performance data of the engine ’ s fuel efficiency. ” “ After that, I ’ ll explain how the new features will allow us to reduce production

costs. ” “ Finally, I ’ ll show a comparison with our competitors ’ models. ” The overview is very important. It helps the audience to organize the way they listen. It is similar to the contents page of a book. As long as the presentation is well-organized, the overview is the easiest part of the presentation to prepare. The body This is the main content of the presentation. How it is organized will depend on the type of presentation. It should be organized logically to match the overall purpose of the presentation. The ending The ending usually does two things. It reviews the information and ideas that were presented in the body of the presentation. This is called the summary. “ As you can see, these improvements increase fuel efficiency and allow us to lower our production costs. ” 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