

Daniel and Sarah make their presentations. Will they impress the interviewers?

Tasks

Do the preparation task first. Then watch the video and do the tasks. You can read the transcript at any time.

Preparation task

Match the definitions (a–h) with the vocabulary (1–8).

Vocabulary

1. brand awareness
2. market research
3. consolidation
4. an appointment
5. a cash cow
6. outside-the-box thinking / blue-sky thinking
7. speculative results
8. a SWOT analysis

Definitions

- a. thinking freely, creatively or from a new perspective, to help find solutions to problems
- b. a method of analysing a business situation, with four aspects: strengths, weaknesses, opportunities and threats
- c. the gathering and analysis of information about what consumers want
- d. the extent to which the public are aware of a product, company or brand
- e. results that are not totally certain, because they are based on guesses or incomplete information
- f. the bringing together of many things into a single unit
- g. a highly profitable business or product
- h. a decision to give somebody a job

Task 1

Are the sentences true or false?

	Answer	
1. Daniel lacks self-confidence in his presentation.	True	False
2. Sarah has carefully studied the company's situation.	True	False
3. Sarah has some suggestions about what the company should do.	True	False
4. Daniel talks mainly about himself.	True	False
5. Daniel's presentation style is quite formal.	True	False
6. Sarah seems professional.	True	False
7. Sarah invites the interviewers to ask her questions about the presentation.	True	False
8. Both Daniel and Sarah make a good impression on the interviewers.	True	False

Task 2

Put the presentation tips in the correct groups.

talk mostly about yourself and your achievements	research the company beforehand	state the goals of your presentation	ask if you have got the job	be relaxed, serious and professional
show interest in the company and job	make eye contact with all interviewers	be too casual or informal	show that you have skills the job needs	allow time for questions

Do	Don't

Discussion

Whose presentation impressed you more, and why?

Transcript

Daniel: When I was asked to do a presentation on 'Where WebWare is going and what I can do to help it get there', my first thought was simple: me! As you've already seen, I've got a lot of skills and the right kind of personality needed to do a job like this. Here's a slide I made! You see that? That's my sales team. They love me! Certainly going to be sad to see me leave. Outside-the-box thinking – that's what I've got!

Sarah: OK. To start with, I did a careful SWOT analysis using the data I had available, which is obviously only partial. I looked at aspects such as competitors, online visibility, changing technologies and R&D. On the basis of this, I believe WebWare should carry out some careful market research, strengthen its brand awareness in secondary markets and improve the flexibility of its offer. If this produces positive results, I think it should be possible to maintain the premium pricing policy.

Daniel: Here's the sales figures for the last job I did – all down to me. Blue-sky thinking! Finally, to finish my presentation, I'd like to play you a song I wrote ...

Philip: OK, OK ... that's enough. Thanks, Daniel.

Daniel: Great! So, does that mean I've got the job?

Marcia: Erm, we'll be in touch over the next five days to let you know.

Daniel: OK, great. Thank you.

Sarah: This is how I predict a sales pattern would go. I have to emphasise these are only speculative results at the moment. The key words are caution, adaptability and consolidation of main product lines – WebWare's 'cash cows', if you like. It's important to be flexible, yet reliable. Oh, and another thing is you need to improve the delivery times on your online orders. I hope all that's clear. Do you have any questions?

Philip: No, thank you, Sarah. That's all very clear. You've given us quite a lot to think about, there!

Marcia: Yeah, thanks a lot, Sarah. We'll be in touch over the next few days to let you know about the appointment.

Sarah: Thank you both for your time. It's been a pleasure meeting both of you.

Marcia: Bye bye!

Sarah: Bye.

Philip: Bye.

Sarah: Bye.

Answers

Preparation task

1. d
2. c
3. f
4. h
5. g
6. a
7. e
8. b

Task 1

1. False
2. True
3. True
4. True
5. False
6. True
7. True
8. False

Task 2

Do	Don't
state the goals of your presentation show interest in the company and job research the company beforehand show that you have skills the job needs be relaxed, serious and professional allow time for questions make eye contact with all interviewers	talk mostly about yourself and your achievements be too casual or informal ask if you have got the job