

How to highlight key info

In this lesson you will learn how to point out important facts and figures in a presentation.

Starter

- Think of five different reasons why people might want to hire a car.
- Which two of the following factors were most important to you when choosing your last car hire company?
 - price
 - mileage allowance
 - personalization
 - company reputation
 - loyalty card or points scheme
 - airport pick-up
 - upgrade
 - breakdown cover
 - drop-off



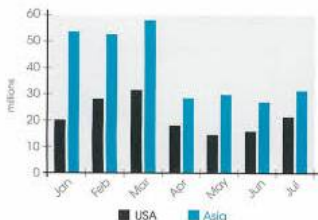
Expressions

- Mark Santini, the managing director of GoFar car rentals, is making an important presentation to senior managers and franchisees from a number of countries. Listen and complete the missing numbers in these tables. Some of the figures are not precise. Tick the Approximate column to indicate if they are approximate.

	Figures	Approximate
Total car rental outlets worldwide		
Number of countries with outlets		
Number of outlets in:		
the USA		
Canada		
Western Europe		
the UK		
Greece		
Serbia		
Bulgaria		

Speaking

- Look at this chart. Decide what you think it shows and invent all the extra information you need (e.g. a product name). Make notes of how you could introduce and explain it to an audience. When you are ready, give a short presentation to your teacher.



business one : one

Language box

Use the adverbs *about*, *around*, *roughly*, or the phrase *in the region of* to show that a figure is approximate:

There were roughly 200 people there.
It'll cost in the region of a billion euros.

Use *or so* after a figure or the suffix *-ish* to indicate that a number is only approximate:

Only twenty or so people turned up.
We'll meet back here at 4-ish.

Use the adverbs *nearly*, *almost*, or the phrases *just under*, *just short of*, or *the best part of* to refer to a figure that is slightly less than the one stated:

He bought almost 1,000.
We'll be working on this project for the best part of two years.

Hint

Health, medical, and fitness vocabulary is often used to describe a business situation metaphorically. It's only in Serbia and Bulgaria that the picture is healthier. I think the marketing department is in good shape. There are no fewer than three ailing firms in this sector. We weren't too worried when our main competitors caught a cold.

- 2 Mark uses some expressions to focus attention on certain slides and specific points in his talk. Use the verb in brackets to complete each sentence. Then listen again to check your answers.

- _____ the next slide. (look)
- _____ we currently have around 650 car rental outlets in 24 countries. (see)
- _____ the best part of 400 of these outlets are in the United States. (show)
- _____ there are just short of 30 offices in Canada. (see)
- _____ at this second chart. (look)
- _____ to the seventh and eighth columns. (draw)
- _____ slide on the screen for a minute so that you can study it. (leave)

- 3 One way to focus an audience's attention is to ask rhetorical questions. These are questions which the speaker doesn't expect anyone to answer but which help make a point more strongly or make the presentation of a topic more interesting. Listen to a second extract from the same talk and note four rhetorical questions.

Writing

- 1 The following slide is from a presentation given by one of GoFar's increasingly successful competitors called **Headline Car Services**. Write a script that could be read aloud when presenting this slide. Select which points you want to talk about – if isn't necessary to mention everything on the slide. Invent any extra information you need.

Headline Car Services – Overview of last year

Increasingly respected for value, service, and professionalism

- Two distinct brand names:
 - Thorn Tree Rentals has gained high recognition
 - Ten PC Hire Cars has kept its promise to undercut key competitors by 10%
- Number 7 in Europe
- 13 million rental days per year – 4.5 million increase on last year
- Growing fleet of over 33,000 vehicles
- 1,200 employees
- Three new countries since last April
- We now compete head-to-head with GoFar in seven key markets

Look

Look at listening scripts 15.1 and 15.2 on page 127. Find examples of approximations.

The phrases *upwards of*, *just over*, *a little over*, and *something over* refer to a figure that is more than the one stated:

It'll cost upwards of 10 grand a month.

Some colloquial noun phrases can indicate that a figure is approximate:

I can only give you a ball-park figure.

Please bear in mind that this total is just a guesstimate.

The verbs *reckon*, *project*, and *estimate* can be used to introduce a guess or an approximation:

John reckons there'll be about 150 people.

We project that this offer will attract 10,000 or more new customers.

I've no idea how many we need – but I'd estimate 2,000.

Lesson record

3 new words 3 useful phrases
from this lesson from this lesson

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| 1 | 1 |
| 2 | 2 |
| 3 | 3 |

Things to remember

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