

TOEIC 900 Business English Lesson:

Lesson 3: Client Presentation and Q&A

Role-Play Dialogue Text (Approx. 10 minutes):

Presenter: Good morning, everyone. Today, I will present our new market expansion proposal.

Client: Thank you. Could you explain how this proposal will address our growth challenges?

Presenter: Certainly. We should focus on emerging markets where consumer demand is increasing. If we implement our strategy, then we could see a significant boost in revenue.

Client: That sounds promising. What is the timeline for the rollout?

Presenter: We plan to launch the campaign next quarter, following a three-month pilot phase. This approach will allow us to gather valuable feedback.

Client: Excellent. I look forward to reviewing the detailed deliverables.

Presenter: Thank you for your interest. I am confident that our proposal will be beneficial for both parties.

Comprehension Questions and Sample Answers (Approx. 5 minutes):

1. **Q:** What is the main purpose of the proposal?

A: It is designed to expand the market and address growth challenges.

2. **Q:** How does the presenter use a conditional sentence?

A: He states, "If we implement our strategy, then we could see a significant boost in revenue."

3. **Q:** Which modal verb is used to express suggestion?

A: "Should" is used (e.g., "We should focus on emerging markets.")

4. **Q:** What phase follows the pilot phase according to the presentation?

A: The campaign will be fully launched after the three-month pilot phase.

Teacher's Lesson Points (Concise Version):

- **Prep:** Focus on vocabulary (proposal, deliverables, rollout, pilot phase) and conditionals.
 - **Intro (2–3 min):** Warm up with a question on effective presentations.
 - **Reading & Analysis (10 min):** Student reads dialogue; emphasize clear pronunciation and intonation.
 - **Comprehension (5 min):** Pose questions; offer feedback.
 - **Role-Play:** Teacher as Client, student as Presenter.
 - **Wrap-Up (2–3 min):** Recap key points; assign homework (prepare a 3-minute presentation using modal verbs and conditionals).
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