

Unit 1 Starting a Presentation

★ **Tips on Skills: Grab the audience's attention by starting off with a good introduction.**

01 State the purpose of listening.

- Introduce yourself by saying your name, profession and/or position in the company.

02 Be confident.

- Stand up straight.
- Speak clearly.
- Look at the audience.
- Smile.
- Show your passion.

03 Give an overview of your presentation.

- Start with general information and work toward specific information.
- Talk about the main points.

★ **Tips on Language: Start your presentation with a simple-short-strong message.**

- ◆ I know what you **want (need, are looking for)**.
- ◆ You are here today because you want to **learn about (know about, experience) our new training skills**.
- ◆ You are here to **discover our new training skills**.
- ◆ You are in great need **to experience our new training skills**.

► Effective Headline Words

- **guaranteed**- 확실한, 보장된
- **introducing**- 소개하는
- **announcing**- 발표하다, 알리다
- **amazing**- 놀라운
- **reveals**- 드러내다, 밝히다
- **easy**- 쉬운
- **instantly**- 즉각, 즉시

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★ More Expressions

01 Starting a Presentation

I know what you **want**.

I know what you **need**.

I know what you **are looking for**

- ① You are here today because you want to **experience** our new training skills.
You are here today because you want to **learn about** our new training skills.
You are here today because you want to **know about** our new training skills.
- ② You are in great need to **find out** our new training skills.
- ③ You are here to **experience** our new training skills.
You are here to **find out** our new training skills.