

UNIT 31



## Pitching for Business 1

### I. Express Yourself



### II. Vocabulary

Read and familiarize yourself with the following word/s or phrases.

capabilities

high regard

in a row

specialized

in house

## III. Conversation Practice

Practice the conversation with your teacher by doing a role play.

**Steve:** We appreciate the opportunity to tell you about our firm's capabilities.

**Mr. Simon:** Thanks for coming in. We hold your company in high regard.

**Steve:** There are many firms to choose from that can offer similar services. The advantages we have are our research product, asset allocation software, and pricing.

**Mr. Simon:** Let's hear about your Research Department first.

**Steve:** Our Research Department has been servicing our clients for over 35 years. We have twelve number-one-ranked analysts and eighteen number-two-rated analysts. We won "Best Research House" four years in a row.

**Mr. Simon:** That's quite impressive. What specialized services do you offer?

**Steve:** Thank you. We have asset allocation software that was developed in house which will help you to make better investment decisions across all asset classes.

**Mr. Simon:** Is there a charge for the software?

**Steve:** There's no cost. We offer it free to our clients.

**Mr. Simon:** Is it complicated to use? Would we require training?

**Steve:** It's not complicated but we do offer training services to teach your portfolio managers how to use it.

**Mr. Simon:** That could be very helpful to us.

 **Comprehension Check**

1. What could Steve's company offer to Mr. Simon?
2. How many times has Steve's company's Research Department won "Best Research House" award?
3. Does Mr. Simon have to pay for the asset allocation software?



Four years in a row	<ul style="list-style-type: none"> <li>- 4 consecutive years</li> <li>- 4 years successively/consecutively</li> <li>- 4 years running</li> </ul>
There's no cost.	<ul style="list-style-type: none"> <li>- There's no charge.</li> <li>- It's free of charge.</li> </ul>
That could be very helpful to us.	<ul style="list-style-type: none"> <li>- That could be very useful to/for us.</li> <li>- That could be very valuable to/for us.</li> <li>- That could be very beneficial to/for us.</li> </ul>

IV. Exercises

Exercise A

Vocabulary Building

Fill in the blanks with the correct words from the box.

capabilities	high regard	in a row	specialized	in house
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1. Some people have \_\_\_\_\_ for animals and their habitats.
2. We won the competition five times \_\_\_\_\_.
3. This is a \_\_\_\_\_ application on a mobile phone.
4. They have great \_\_\_\_\_ to handle the situation.
5. This program was created \_\_\_\_\_.

Exercise B

What company provides the best service in each category? Give details as to why you choose that company.

1. mobile phone	
2. Internet provider	
3. restaurant	
4. airline	
5. supermarket/market	

**✚ Exercise C**

From each option, choose the one you prefer. Explain to your teacher why the one you choose is better than the other.

smartphone	Or	laptop
train	Or	car
books	Or	e-books
television	Or	computer

**✚ ROLEPLAY**

Talk about the services your company offers to clients. Your goal is to convince the client to use your service and not another company's service.

