

TELEPHONING: WHAT DO I SAY...?

EASY

Look at the situations in German. What would you say to your caller in English? Match the correct phrase to each situation and then check your answers at the bottom of the page.



- a) Could you please speak more slowly?
- b) Could you speak up, please?
- c) Could you spell your name for me, please?
- d) I'm afraid we have a bad connection. Can I call you back?
- e) I'm sorry. May I call you back, please?
- f) I'm sorry. My battery is dying. I'll call you back.
- g) Would you mind calling me on the landline?
- h) Would you repeat that please?

Situation in German What you say in English

- 1) Du kannst im Moment nicht reden _____
- 2) Akku fast leer _____
- 3) Soll auf Festnetz anrufen _____
- 4) Soll langsamer reden _____
- 5) Soll lauter sprechen _____
- 6) Die Verbindung ist schlecht _____
- 7) Soll wiederholen _____
- 8) Soll seinen Namen buchstabieren _____

Answers:
 1. I'm sorry, may I call you back, please? 2. I'm afraid my battery is dying. I'll call you back. 3. Would you mind calling me on the landline? 4. Could you please speak more slowly? 5. Could you speak up, please? 6. I'm afraid we have a bad connection. Can I call you back? 7. Would you repeat that please? 8. Could you spell your name for me, please?

LEARNING THE TRADE: DESCRIBING YOUR PRODUCTS

MEDIUM

It is the trade fair season again. Companies will be presenting their products at various fairs around the world, and mostly in English. That means that it is time to brush up on some of the basic vocabulary needed to describe products. We have provided you with a partial list of vocabulary to help you get prepared, along with a list of questions to think about that may come up during the fair.

For those words that you know you will need to learn, we encourage you to build a customised vocabulary list in LEO Trainer (<http://dict.leo.org/trainer>). You can also hear the pronunciation of those words. Registration is free!

A. Dimensions	thickness	oval	oval
<i>Adjective</i>	B. Materials	conical	cone
wide	glass	D. Technical Parts	
tall/high	plastic	fittings	
long	metal	screws	
deep	wood	nails	
heavy/light	leather	frame	
thick	rubber	hinges	
<i>Noun</i>	material	handles	
width	C. Shapes	pivots	
height	<i>Adjectives</i> <i>Nouns</i>	caps	
length	square square	magnetic	
depth	rectangular rectangle	catches	
weight	round circle	bolts	
diameter	cylindrical cylinder		

Here are some phrases and questions to think about in regard to preparing for a trade fair. How will you describe your products? Practise these by using the words above to help you get the descriptions down.



Vocabulary

battery
brush up, to
connection
cream of the crop
elevator
getting to the top

hook, to
intrigue, to

Akku
auffrischen
Verbindung
das Beste vom Besten
Lift
nach oben gehen
(z.B. erfolgreich werden)
Interesse erwecken
jemanden faszinieren

landline
make-or-break
pitch
pronunciation
rambling
repeat, to
sizzle
speak up, to

Festnetz
alles oder nichts
Verkaufsgespräch
Aussprache
schwafeln
wiederholen
Sahnehäubchen
lauter sprechen

MEDIUM

What can you tell me about (this product)?
 Can you give me some information/details about this?
 What is special/unique about this?
 What are the specifications/dimensions?
 How is the product assembled?
 Are you offering a discount during the trade fair?
 What is the delivery time for this product?
 Can we custom order one?

Let me tell you about . . . This is our (newest) product.
 This is one of our latest designs. It is made of . . .
 It can be used for . . . You can use it to . . .
 You can . . . with it. This has/contains . . .
 This one features . . . This comes with . . .
 This is equipped with . . . This particular model . . .
 This is priced at . . . OR This costs . . .

Now you're ready to take your customers on a product tour!

The Elevator Pitch – Rising to the Top

ADVANCED



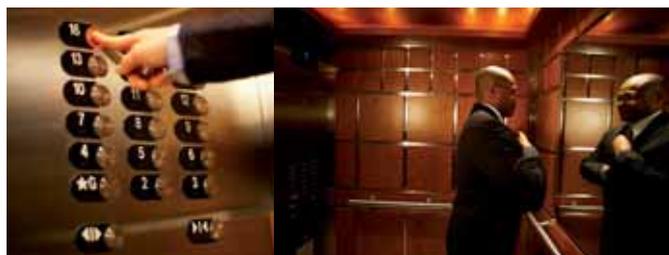
Here's the situation: You are at a networking event and someone asks you, "So, what do you do?" You realise that this could be a make-or-break event. Either you hook your potential new client in, or you bore him to tears by rambling without direction. Or, you're on your way to introduce your company for the first time to what could be new investors. It's an important meeting. And the first thing you want to do is make sure that the company you are representing stands out from the rest; you want to be the cream of the crop.

How do you get your listener to take you seriously and to win over their trust in the first moments that you have to make a good impression? You need to give your new client "the elevator pitch." Tell them everything they need to know about you but intrigue them into wanting more details. If you can do that, you're on your way to creating a new business relationship. Here is a framework for formulating a pitch.

Although these questions can be translated into German, we recommend that you write your answer in English if you are dealing with partners around the globe. To be as successful as possible, we then recommend that you hire a coach to go over the elevator pitch with you.

What is an Elevator Pitch?

An Elevator Pitch is a short description of who a company is and what it does in order to get investors. This is **not** a sales pitch. It should be used to introduce the company in all situations including meetings with potential financiers. It can also be used to provide a short description of the company in written materials and electronic presentations.



Objectives

The objective is to capture, in a two-minute presentation or on one to two written pages, who the company is and what it does. This is a pure marketing exercise and is intended to sell the company's "sizzle". The objective is to leave the listener or reader with a desire to know more about the company. If you are actually presenting it in an elevator, on the street or at a reception, the objective is to get the listener to invite you to tell them more about your company.

Guidelines

The best way to prepare your Elevator Pitch is to answer the questions below. The trick is to take the catchiest aspect of what you do from those materials and then give it enough context to make sense to the listener or reader a **maximum of 2 minutes**.

Name of company:

Product / Service:

What does the company do? What is the business model?

Who is your market?

Who is behind the company?

What is the revenue model?

What is your competitive advantage?

Reiterate the main points in a summary presenting.

When looking for investors

- What products/services does your company provide or propose to provide? Are they ready to sell now and if not, when?
- Who is your management team? Why are they so special?
- Who is going to buy your company's products/services and why will they buy them?
- How will your company make money from selling its products/services? How big is the market opportunity?
- How much money do you need and what are you going to do with it?

Good luck in getting to the top!