

Giving a Business Presentation

Are you worried about giving an upcoming business presentation in English? That can be challenging and intimidating, but it also gives you a chance to shine. A well prepared business presentation demonstrates professionalism and qualification. Not only this, but great presentations are just impressive!

We're here to get you prepared and teach you the English you need to know. That way you can speak confidently and make your next business presentation flow smoothly from point to point. So, what are you waiting for? Let's get started and make your next presentation a success!

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Beginning a Presentation

The beginning of your presentation is where you introduce yourself and your topic. It's your chance to catch your audience and to help orient them. Below you'll find different phrases to help you do this.

Good morning everyone.

My name is Tyler Foster.

Today I will be presenting the newest sales trends.

Welcome to my presentation on our newest product.

I'm going to talk about the company's outreach programs.

The subject of my presentation is how to improve our brand's visibility.

In this presentation, I'm going to talk about ways to improve our brand marketing.

In my presentation, I'll focus on reviewing last quarter's sales.

By the end of this presentation, you will have a better understanding of how we've been working to improve sales.

If anything isn't clear, please raise your hand and I will try to answer your question.

If you have any questions, please kindly wait until the end of the presentation.

I'd be happy to answer questions at the end of my presentation.

My name is Tyler Foster

It's very common to start a business presentation by introducing yourself. You can do this by using the sentence pattern **My name is + NAME**. In addition to this, you could also state what position you have in a company. For example, you could say **I'm the marketing manager at X**. This makes your introduction sound more professional and qualified.

Transitioning Between Topics

A presentation that moves effortlessly from one point to the next demonstrates preparedness and professionalism. So, good transitions are a must. They make it easier to follow your presentation and help keep your audience on track. Below, we've collected useful ways to keep your presentations flowing.

Let me begin with reviewing what we've been working on so far.

Let's move on to our next topic.

Moving on now, I'll discuss the department's new marketing ideas.

Let's turn our attention now to how we can actually implement our ideas.

Next we'll discuss new marketing trends.

This ties in with what I just mentioned.

This relates to our previous discussion.

Let's move on to our next topic

The best way to make your presentation flow is to ensure that you move smoothly from one point to the next. To transition to a new point in your presentation you can use the sentence pattern **Let's move on to + THING**.

Giving Explanations

When giving a presentation it's important to be able to explain yourself clearly. In this section, you'll discover different ways to begin explanations. Use them to make yourself better understood and to strengthen the points you want to make during your presentation.

The significance of this is that it shows the company is growing.

This is important because we can see that our sales have increased since last month.

I'd like to discuss this in more depth.

Based on our findings we should experience increased growth this year.

Our study shows that customer satisfaction is improving.

According to our data, customers seem to enjoy the changes we've implemented.

Here we can see that our changes from last year haven't had the effect we had hoped for.

If you take a look at the following graph, you'll see how sales have been increasing.

I'd like to illustrate this point by drawing your attention to the following graphic.

What I mean to say is I'm satisfied with our latest efforts.

In other words we may need to rethink our sales strategies for the coming year.

To put it simply we have to invest more in marketing.

Based on our findings we should experience increased growth this year

You can strengthen a point in your presentation by referring to data or statistics. For example, maybe before the presentation you collected statistics on how well a product sold last year. You can refer to data like this by using the sentence pattern **Based on our findings + ACTIVITY / ACTION**.

According to our data, customers seem to enjoy the changes we've implemented

Your arguments and statements can always be strengthened by the opinions of others. You can refer to something someone else said by using the sentence pattern **According to + PERSON / THING**. You can also use this pattern to refer to something you've seen or read, like data, a newspaper article, or educational journal.

Concluding a Presentation

Concluding a presentation involves wrapping things up and summarizing your main points. This lets your audience quickly review and note the most important parts of your presentation. The phrases in the following section will help you do this.

To conclude we can see that our marketing scheme is working.

In conclusion our latest changes have had a positive effect on company growth.

In brief, today we've covered some exciting new ideas from our marketing team.

So, to summarize new trends are putting pressure on our company to keep up.

That brings me to the end of my presentation.

I can take a few questions now.

I'm happy to answer any questions now.

Are there any questions?

I thank you for your attention.

Many thanks for coming.

Frequently Asked Questions

What are the most important English phrases for giving a business presentation?

How do I introduce the topic of my presentation?

There are several ways you could introduce the topic of a presentation. Here are several examples:

Today I will be presenting + TOPIC / THING.

Today I will be presenting the newest sales trends.

Today I will be presenting my department's latest findings.

Today I will be presenting our brand new marketing strategy.

I'm going to talk about + TOPIC / THING

I'm going to talk about the company's outreach programs.

I'm going to talk about strategies for improving employee satisfaction.

I'm going to talk about our goals for the coming year.

The subject of my talk / presentation is + TOPIC / THING

The subject of my presentation is how to improve our brand's visibility.

The subject of my presentation is cyber security in an ever changing market.

The subject of my presentation is digitalization strategies.

In this presentation, I'm going to + ACTION

In this presentation, I'm going to talk about ways to improve our brand marketing.

In this presentation, I'm going to discuss the newest business trends.

In this presentation, I'm going to explain my company's goals and views.

In my presentation, I'll focus on + TOPIC.

In my presentation, I'll focus on reviewing last quarter's sales.

In my presentation, I'll focus on discussing our new marketing strategy.

In my presentation, I'll focus on introducing some new ideas the department has been working on.

How do I transition to another topic or point in a presentation?

Making good transitions between different points is key to a successful presentation. Here are several ways you can form a transitioning sentence:

Let's move on to + THING.

Let's move on to our next topic.

Let's move on to another point.

Let's move on to discussing possible improvements.

Moving on now, I'll + ACTION.

Moving on now, I'll discuss the department's new marketing ideas.

Moving on now, I'll show how last month's changes are having a positive effect on sales.

Moving on now, I'll make some suggestions on how to improve customer satisfaction.

Let's turn our attention now to + THING.

Let's turn our attention now to how we can actually implement our ideas.

Let's turn our attention now to my next point.

Let's turn our attention now to another suggestion.

Next we'll discuss + THING.

Next we'll discuss new marketing trends.

Next we'll discuss our newest brand idea.

Next we'll discuss suggestions for improving sales.

How do I connect different points together during a presentation?

If you'd like to connect points during a presentation you can use either of the following patterns:

This ties in with + THING.

This ties in with what I just mentioned.

This ties in with what we've been discussing this past week.

This ties in with the beginning of my presentation.

This relates to + THING.

This relates to our previous discussion.

This relates to my point from earlier.

This relates to the last slide.

How do I end a presentation?

There are several common ways you can end a presentation. The following are the most common:

To conclude + SUMMARY / MAIN POINTS.

To conclude we can see that our marketing scheme is working.

To conclude I'd like to suggest that we make more of an effort getting to know our customers.

To conclude we should make an effort to continuously monitor our sales trends.

In conclusion + SUMMARY / MAIN POINTS

In conclusion our latest changes have had a positive effect on company growth.

In conclusion our competitors are starting to expand.

In conclusion our marketing strategy could use an update.

In brief, today we've covered + SUMMARY

In brief, today we've covered some exciting new ideas from our marketing team.

In brief, today we've covered potential strategies that could help the company grow as a whole.

In brief, today we've covered ways to expand our business overseas.

So, to summarize + SUMMARY

So, to summarize new trends are putting pressure on our company to keep up.

So, to summarize you can see that there is a need for a new marketing strategy.

So, to summarize we can see that the company's overall success is improving.

How do I emphasize something during a presentation?

Two common ways to emphasize something in a presentation are:

The significance of this is that + ACTIVITY / ACTION.

The significance of this is that it shows the company is growing.

The significance of this is that it signals a change in market trends.

The significance of this is that it proves we need to change our strategy.

This is important because + ACTIVITY / ACTION.

This is important because we can see that our sales have increased since last month.

This is important because it could change our whole marketing scheme.

This is important because it would help us expand our potential business partners.

How can I refer to something or someone in a presentation?

The following sentence patterns can be used to refer to something or someone else during a presentation.
Do this to strength or support a point that you want to argue for.

Based on our findings + ACTIVITY / ACTION.

Based on our findings we should experience increased growth this year.

Based on our findings our new marketing strategy has been a success so far.

Based on our findings we might need a new sales strategy.

Our data / study shows that + ACTIVITY / ACTION

Our study shows that customer satisfaction is improving.

Our study shows that marketing trends are changing.

Our study shows that the company is slowly losing growth.

According to + PERSON / THING.

According to our data, customers seem to enjoy the changes we've implemented.

According to the marketing team, there's signs that trends are changing.

According to Tyler Foster in sales, the company is experience lots of growth.

How do I introduce an example in a presentation?

Examples can be used to support and strengthen different points you are making during a presentation. The following patterns can be used to introduce a new example:

Here we can see that + ACTIVITY / ACTION.

Here we can see that our changes from last year haven't had the effect we had hoped for.

Here we can see that sales are indeed increasing.

Here we can see that customer satisfaction is improving.

If you take a look at + THING.

If you take a look at the following graph, you'll see how sales have been increasing.

If you take a look at this picture, you'll get an idea of just how happy our customers are.

If you take a look at the next slide, I'll explain what our new ideas are.

I'd like to illustrate this point by + ACTION.

I'd like to illustrate this point by drawing your attention to the following graphic.

I'd like to illustrate this point by giving an example.

I'd like to illustrate this point by giving a short demonstration.

How do I restate something I said more clearly?

If you want to restate something so that you can make it simpler and more understandable, use one of the following patterns:

What I mean to say is + ACTIVITY / ACTION.

What I mean to say is I'm satisfied with our latest efforts.

What I mean to say is the company should experience its best year ever this year.

What I mean to say is changing our marketing strategy has clearly worked.

In other words + ACTIVITY / ACTION.

In other words we may need to rethink our sales strategies for the coming year.

In other words we should continue to track how things change.

In other words hiring new staff may be a good idea.

To put it simply + ACTIVITY / ACTION

To put it simply we have to invest more in marketing.

To put it simply our strategy is not working.

To put it simply the company has been very successful the past months.