

A.I.8

Basic skills – Presenting your company

Organising a trade fair event – Ein Produkt auf einer Messe bewerben und präsentieren

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Im Rahmen einer vorgegebenen beruflichen Situation bewerben die Auszubildenden ein individuell gewähltes Produkt aus ihrem Einsatzfeld auf einer Handelsmesse. Dabei setzen sie sich sukzessive mit den dafür notwendigen kommunikativen Einzelschritten auseinander. Am Ende präsentieren die Lernenden ihr Produkt vor anderen am Stand und führen dort ein Verkaufsgespräch.

KOMPETENZPROFIL

Niveau:	B1
Dauer:	12 Unterrichtsstunden
Kompetenzen:	1. Schreiben: ein Memo, eine E-Mail und einen Werbetext verfassen; 2. Grammatik: Fragen stellen, Konditionalsätze I–III verwenden; 3. Lesen: pragmatische Texte lesen; 4. Sprechen: ein Produkt präsentieren, ein Verkaufsgespräch führen, Wortschatz anwenden
Thematische Bereiche:	<i>marketing, sales talk, trade fair, product presentation</i>

Auf einen Blick



Zu dieser Einheit steht eine übergreifende *LearningApps*-Kollektion zur Verfügung, mit der die wichtigsten Inhalte der Materialien digital wiederholt werden können:

<https://learningapps.org/watch?v=p8s6sgzia23>

1./2. Stunde

Thema: Reading and writing memos and reading strategies

M 1 **Marketing your company's product** / Die Struktur eines Memos kennenlernen (EA); einen Informationstext lesen (PA); eine Statistik erschließen (PA); ein Memo verfassen (EA)

3. Stunde

Thema: Practising reading skills

M 2 **Brush up your reading skills – How to read effectively** / Das eigene Leseverhalten reflektieren und Tipps erhalten (EA; PA)

4./5. Stunde

Inhalt: Speaking and presenting information

M 3 **Time to talk! – Discussing the marketing potential of a trade fair event** / Wortschatz zum Thema *trade fairs* erarbeiten (EA; GA)

M 4 **Presenting information** / Informationen sammeln und strukturieren; eine Präsentation halten (EA; PA; GA)

Benötigt:

- Internetzugang und digitale Endgeräte

6./7. Stunde

Thema: Writing an email and practising if-clauses

M 5 **How to write emails successfully** / Die Struktur einer E-Mail kennenlernen; eine E-Mail korrigieren und verbessern (EA; PA)

M 6 **What if ...? – Discussing the trade show in a team meeting** / Die Bildung und Verwendung von *If*-Sätzen wiederholen (EA); eine Diskussion zum Thema *trade shows* durchführen (GA)

8. Stunde

Thema: Finding a product

M 7 **Offering the right product – Working out the company’s product / Ein Schreibgespräch zur Produktfindung führen und die Ideen präsentieren (GA)**

9./10. Stunde

Thema: Writing a catalogue text and an email

M 8 **Advertising your product with the RADAR-strategy / Einen Werbetext für den Messekatalog und eine E-Mail schreiben (EA; PA)**

11./12. Stunde

Thema: At the trade fair – Sales talk and product presentation

M 9 **Interacting with people at the trade fair booth / Produkte präsentieren und Verkaufsgespräche führen (GA)**

Minimalplan

Sie haben nur zwei Doppelstunden zur Verfügung? Anhand des Minimalplans können Sie die wichtigsten Inhalte erarbeiten. Der Fokus liegt dabei auf dem monologischen und dialogischen Sprechen.

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|--|----------|
| 1./2. Stunde: Marketing your company’s product / Discussing the marketing potential of a trade fair event | M 1, M 3 |
| 3./4. Stunde: Offering the right product – Working out the company’s product / Interacting with people at the trade fair booth | M 7, M 9 |

M 1



Marketing your company's product

The sheer amount of product innovations enterprises come up with each month is barely countable. In order to compete on the market successfully, you have to have a product that is of actual use for potential customers. As you are experienced in the world of work, you will now have the chance to launch a product in your work field. The material will guide you through the single steps that come up when dealing with a product presentation.

Info: What is a memo?

A memo is a specific type of text that businesses use for internal communication. Memos can give instructions, ask questions or state information on different matters. In contrast to emails, they are for internal usage only and focus on the content rather than a conversational tone. A memo should be understandable even without a previously shared communicative context. Further, memos follow clear structures.

A typical memo can follow this pattern:

1	[company's title for memos]
2	TO: [states recipient, position in company]
3	FROM: [states sender, position in company]
4	DATE: [states date]
5	SUBJECT: [sums up the topic in a few keywords]
6	[1 st paragraph: contains context/opening] (→ Briefly outline the context.)
7	[2 nd paragraph: contains actual task(s)] (→ A suitable heading above the paragraph is needed.)
	further possible segments, depending on the context and the content
	[discussion paragraph: This section contains well-backed answers to previously asked questions.]
8	[closing paragraph: This section may emphasise the first step of the process and include a slightly more personal tone.]



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Tasks

You work in the marketing team of an internationally operating enterprise. Your team's line manager, Claire, sends you a memo which assigns your team with a task.



1. Rearrange the parts of Claire's memo in their chronological order. Write down numbers from 1–8 in the grey fields in each line.

	Sarah from the board of managers informed me about the currently scheduled time frame of the market release of the NEW3000, our company's latest innovative product. They are expecting the release to take place in the next quarter.
	TO: [your name] _____, marketing associate
	She wishes for our specific team to play a vital role in the marketing process. With your practical background given, I personally think you are an expert in this field. Please consider the info text and the enclosed statistics.
	DATE: [today's date: mm/dd/yy] _____
	SUBJECT: Marketing strategy NEW3000
	COMPANY 3000-Internal Memorandum
	Working out details
	Sarah wishes me to present some ideas at the next meeting of the management board. She has sent me some bullet points that have to be included.
	Marketing strategies:
	<ul style="list-style-type: none"> • potential of direct marketing (trade fair)
	I shall send her all information asked for by next Friday.
	FROM: Claire, senior marketing manager

After you have successfully rearranged the memo, work on the following tasks.

2. Work in pairs. One of you reads the info box on direct marketing and takes notes, the other one evaluates the statistics.
3. Present your solutions to one another. Then check together if there is any information missing.
4. Send Claire a reply in the form of a memo. Write your texts individually. The first bit is given.



	COMPANY 3000-Internal Memorandum
	TO: Claire, senior marketing manager
	FROM: [your name] _____, marketing associate
	DATE: [today's date: mm/dd/yy] _____
	SUBJECT: Marketing strategy NEW3000

Direct marketing

- When it comes to different marketing strategies, direct marketing is one form of marketing besides online marketing, event marketing and sponsoring. This marketing strategy focuses on advertising something to a specific target audience. Thus, all respective strategies have two things in common: They address possible clients individually and directly. Direct marketing can be categorised into three different areas: interaction-oriented direct marketing, passive direct marketing and reaction-oriented direct marketing. Passive direct marketing and reaction-oriented direct marketing both focus on raising a potential customer's interest as far as the advertised product is concerned. Both areas may use the same channels, such as emails, radio spots or television adverts. Whereas passive direct marketing does not aim at a person's initial reaction, both reaction-oriented as well as interaction-oriented marketing take another step, as both forms create an environment in which the targeted person responds to the input.



When you wish to convince people about an idea, it is vital to state your facts and then explain them in order to express your position convincingly. The following structure may help you to deliver your ideas to an audience successfully.

Tasks

5. Work together with a partner. Which aspects make a successful presentation? Collect ideas.
6. Read the three steps of an effective presentation.
7. Take notes on how you could present some of the data you researched to the board of executives. Use the grid provided below. You can work on your own or in a team of two.
8. Share your solution with the person next to you by giving your presentation. Try to speak for about three minutes without interruption.
9. During your presentation, your listener will fill in a grid to give you feedback on your performance. Assess your performance yourself and then compare it with that of the listener.
10. Set yourself a specific goal for the next presentation.



Steps	Language/Phrases
1. Outline the structure of your presentation.	First, I will start off by looking at ..., Then I will show you ... Lastly, I am going to see what ... is all about.
2. Keep your audience's interest by asking rhetorical questions/making rhetorical statements.	Have you ever asked yourself whether ..., You probably wonder if ..., You may think that ... however, ...
3. State a fact, explain it and refer back to the fact.	Phrases for stating facts: As we found out ... / A study conducted by ... states that ... / Our research shows that ..., I would like to point out the fact that ..., Phrases for explaining something: So / Thus / Therefore ... we may assume ... / this emphasises / ... I suggest ... And that is why ... / Which brings us back to ...

Fluency	Accuracy	Content	Structure
<ul style="list-style-type: none"> • little / no interruptions • no extensive use of filling words (ehm, hm) 	<ul style="list-style-type: none"> • mastery of the target language • little or no mistakes 	<ul style="list-style-type: none"> • intelligibility (= understandability) • clarity: clear mentioning of facts 	<ul style="list-style-type: none"> • clear structure (providing overview) • different aspects are covered