

# Product Presentation Guidelines

## Business English 2nd semester

You are presenting a product you've recently developed to your sales/marketing department. By the end of your presentation, the sales/marketing staff should know enough about the product to develop a sales and marketing strategy. Your product presentation should include *all* of the following points:

**I. Introduction** – interest grabber/hook, welcome statement, outline (separate slide which provides a road map of your presentation), transition into body of the presentation.

**II. The Product**

- Purpose/customer demand (meets current demand or creates new need), development
- Physical specs – appearance, color, shape, size, weight
- Features, Functionality and Usage (how does it work – step by step)
- Durability, cleaning, repairs/servicing, spare parts, company warranty/guarantee
- What kind of brand image does this product support?
- Launch ideas:
  - ✓ Points of sale, pricing (upmarket, midmarket, downmarket), discounts/deals
  - ✓ Branding – labels, target customer groups/segments, etc.
  - ✓ Suggestions for an advertising campaign and methods
- USP, innovation and consumer benefits – what differentiates this product from the competition – why should customers use this product
- How is the product sustainable? – briefly discuss how the production/sales/use of this product effectively sustains a balance between people, planet and profit (i.e. socio-ecological impact, production, energy, packaging, profit-potential)

**III. Conclusion** – summary of your main points, make a closing statement about the product, include your own opinion about the product's future prospects/success.

**IV. Source listing** – one page listing all of your sources using a correct citation form – you should have at least 5 sources on your list (not just the company or product website).

- Hint: Include transitional language (signposting) throughout your presentation, connecting each section and point.
- Hint: Introduction and Conclusion should only be around 2 minutes.
- Total time: 10-15 minutes – aim for around 12 minutes.