

TAIWAN EXCELLENCE PRESENTATIONS

THURSDAY FEBRUARY 6, 2020



OUTLINE

- 1. Openings**
- 2. Structuring**
- 3. Signpost Language**
- 4. Language**
- 5. Stress and Filler**

OPENINGS

1.Traditional

- Welcome Them With A Thank You
- Memorize Your First Opening Line
- State The Purpose Of Your Presentation
- State how you want to deal with questions

OPENINGS

Non-Traditional

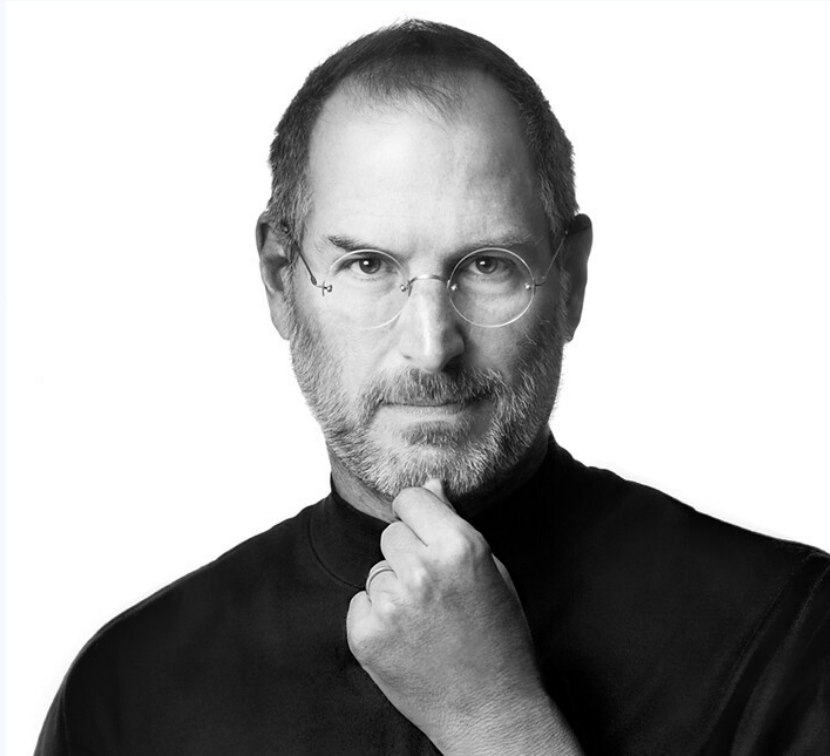
- Silence...Nothing More
- Tell Your Audience A Story
- Ask Questions
- Statistics & Data
- Show of Hands - Poll The Room

Tell a Joke



*Why won't the elephant
use the computer?*

*He's afraid of the
mouse!*



Quote Something

Your time is limited, so don't waste it living someone else's life.

INTRODUCTIONS

Business

- Personalize it
- Point To Their Problem
- Point to their opportunity
- Get to the point.
- Have some energy

STRUCTURING YOUR PRESENTATION



BEGINNING



CONTENT



CLOSING

SIGNPOST LANGUAGE

1. Outlining
2. First Point
3. Choosing a Point
4. Transitioning
5. Focusing
6. Digressing
7. Linking
8. Summarizing



COMMON ERRORS

**Too Much
Information**

**Irrelevant
Information**

**Vague Call to
Action**

TOO MUCH INFORMATION

- The more facts we hear, the less any of them stick. Choose wisely.
- Focus on what the facts mean rather than the facts themselves.
- Instead of just reciting the results or the data, give me an analysis.

Managed Services Value Proposition

Core Services

Network Monitoring
Event Tracking
Fault Management
Configuration Mgmt
Performance Monitoring
Capacity Monitoring
Moves, Adds, Changes
Carrier Management
Infrastructure Provisioning
Customer SAT Mgmt
Web Based reporting

Added Value Services

Engineering
Project Management
Consulting

Specialized Services

Asset Transfer
Employee Transfer



\$ - Savings in Range of 15-20%

Stable Pricing Model for Contract Term

P – Network Availability, Repair & Response &
User Services

Δ Migration / evolution offer built into
overall managed services program.

Experience – Over 12 years experience managing over 100 blue chip
Customer

Tools - \$20M in Mgmt tools (2Yrs)

People – 500 professionals with > 35%
having multiple certifications

Processes, tools and documentation standards
are TL9000 certified.

**Strategic
Value Plays**

Traditional

Global

Consolidation

Transformation

Evolving Offer

Security Services
Converged Desktop
Application Support
Server Support
Vertical Solutions
Utility Model Options

Operational Savings, Guaranteed Performance, Evolution Partner

Sales Summary: Target Completion Rates

| Manufacturer | Sales Target | 2016 Q1-Q3 | 2015 Q1-Q3 | Growth | Comp rate |
|------------------|--------------|------------|------------|--------|-----------|
| Beijing Hyundai | \$1160000 | \$724643 | \$812399 | -10.8% | 62.5% |
| Changan | \$750000 | \$707695 | \$522980 | 35.3% | 94.4% |
| Chery | \$400000 | \$309384 | \$319401 | -3.1% | 77.3% |
| Dongfeng Feugeot | \$800000 | \$494501 | \$518488 | -4.6% | 61.8% |
| Dongfeng Nissan | \$1000000 | \$650322 | \$673901 | -3.5% | 65.0% |
| FAW Toyota | \$610000 | \$413994 | \$402201 | 2.9% | 67.9% |
| FAW-VW | \$1850000 | \$1182141 | \$1348970 | -12.4% | 63.9% |
| Geely | \$450000 | \$363574 | \$276762 | 31.4% | 80.8% |
| Great Wall | \$850000 | \$586655 | \$508510 | 15.4% | 69.0% |
| Guanggi Honda | \$520000 | \$379741 | \$281019 | 35.1% | 73.0% |
| JAC | \$300000 | \$236825 | \$123582 | 91.6% | 78.9% |
| SAIC-GM-Wuling | \$2000000 | \$1429726 | \$1329978 | 7.5% | 71.5% |

IRRELEVANT INFORMATION

- Don't use random words with an image
- Check for information that is not related
- Stay focused on the benefits

VAGUE CALL TO ACTION

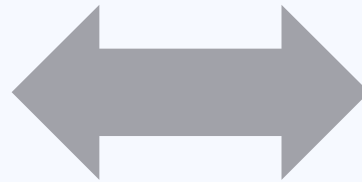
A call to action (CTA) is a statement designed to get an immediate response from the

- DO answer the audience's question, "What's in it for me?"
- DO make your call to action easy enough to follow
- DO make an offer they can't refuse
- DO put your CTA on a slide
- DON'T generalize your call to action

LANGUAGE



Grammar



Abbreviations

NOUNS INSTEAD OF VERBS

Verbs don't change in Chinese, so your students will most likely have problems with third person.

This can lead to mistakes like “He go home” instead of “He goes home”.

1. Our product come with a guarantee.
2. Our product comess with a guarantee.

THE -S PROBLEMS

People very often forget to add '-s' to nouns.

Why? Chinese doesn't have a distinction between the singular and plural noun forms

1. We have three new product.

1. We have three new productss.

2. Can you give me some example?

2. Can you give me some exampless?

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THE PAST TENSE PROBLEM

Students often attempt to use present tense to talk about the past.

1. We go to the trade show in Europe.

1. We **went** to the trade show in Europe.

2. The customer order 1000 units.

2. The customer order**ed** 1000 units.

SPECIFICS

have and is.

There are many situations in Chinese where the word yǒu (有), meaning “have” is used where we would use “is” in English.

So as a result you hear English phrases like “**There have**” instead of “**There is**”.



Instagram **NOT** IG

ABBREVIATIONS



app **NOT** A.P.P



Facebook **NOT** FB

3C

electronics **NOT**
computers, cameras,
cell phones

SENTENCE STRESS AND FILLER

SENTENCE STRESS

Sentence stress is what gives English its rhythm or "beat".

Sentence stress is accent on certain words within a sentence.

FILLER

In speech, filler words are short, meaningless words (or sounds) we use to fill the little pauses that occur while we decide what we're going to say next.

STRESS

Stress falls on only one syllable of a word with two or more syllables.

When we emphasize a syllable, it is usually louder, the vowel sound is longer, and the pitch (tone) is higher.

In English, there are 2 types of stress:

1. Word Stress
2. Sentence Stress

WORD STRESS

In English, we stress just one syllable in every word.

We say that one syllable more loudly, higher and we make it last longer.

1.Examples:

Strengthen Chicago

Technology University

January Grandfather

STRUCTURE WORDS

- To be verbs (Ex: am, were, was, will, etc.)
- Pronouns (Ex: I, She, They, etc.)
- Helping Verbs (Ex: Be, Have, Do, etc.)
- Modal Verbs (Ex: Shall, Would, May, etc.)
- Articles (A, An, The)

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EXAMPLES OF CONTENT WORDS

- I'm **going** to the **bank**.
- **Let's go** to the **Park**.
- **Thanks** for the **birthday gift**.
- I'm **leaving** on **Monday** for my **Business Trip**.
- The **farewell party** is **today**.
- **Tell** her I'll be **there** in an **hour**.

OBAMA FILLER

