

USEFUL PHRASES TO PRESENT A NEW PRODUCT OR SERVICE

Introducing / Previewing a talk

- What I'd like to do in this presentation is...
- First, I'll give you a brief overview of the product / service.
- Then, I'll talk about...
- After that, I'd like to show you...

Introducing a product or service

- We call it _____.
- Basically, it is...
- It's the result of...
- It's already being used...
- It's a pretty simple concept.

Explaining benefits

- There are two main benefits of using _____.
- The biggest potential is...
- This means that...
- Another advantage is that...
- The other major advantage is...
- And this is another great thing about _____.

Comparing current and future ability

- With your current system, you can / can't ... However, with this system, you will / won't be able to...
- At the moment, you can / can't ... whereas in the future, you will / won't be able to... as well.

Moving on

- OK, let's look at what _____ has to offer.
- OK, now I'd like to move on to...

Checking

- Does that sound OK?
- So, is everything clear so far?

**Business Result - Upper-intermediate. Oxford University Press.*