



2. GŁÓWNA CZĘŚĆ PREZENTACJI

Rozpoczęcie i rozwinięcie

- Let's begin with the first point / slide.
- I'd like to draw your attention to the first chart, namely our business strategy.
- I'd like to emphasize that our net losses almost doubled.
- The key point here is that we have to build a sales funnel.
- The take-home message here is that all employees want to feel that their efforts are appreciated.
- The lesson we can learn from this is that we need to research the competition.
- This leads directly to the next point, which is customer loyalty.
- Let's dive deep into the most effective marketing tools.
- I'm convinced that we should go ahead with our plans for a new branch in Spain.



- Before I move on, let me just sum up what I've said so far.
- Let's now turn to the next question which is a launch date of the new smartphone.
- Broadly speaking, we can say that changes are inevitable.
- As I mentioned before, an effective way to grow a business is to build an email list.
- When it comes to strategic planning, it is clear that we must take action now.
- I'll be saying about this in a moment.
- I know it's a bit of a cliché, but it's true.
- So much for point three.
- To return to my earlier point...
- Would you like me to elaborate on that?
- As a final point, I'd like to talk about the company's annual revenue.

Ważne wyrażenia

- oprócz
- ponadto
- oprócz tego - pomimo
- w rezultacie
- w związku z tym
- w tym celu
- w tym kontekście
- w tym celu
- w tym celu

Zapamiętaj

Jeśli w trakcie prezentacji chcesz poprosić kogoś o zabranie głosu, możesz zastosować jedno z poniższych wyrażen:

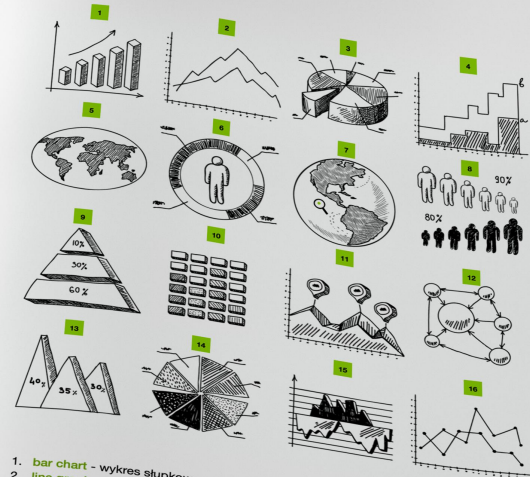
- ✓ Over to you - Ty masz teraz głos
- ✓ Let me hand you over to (Peter) - przekazuję głos (Piotrowi)
- ✓ The floor is yours - oddaję Panu / Pani głos

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4. DIAGRAMY, SCHEMATY I STATYSTYKI

Przekaz wizualny



1. bar chart - wykres słupkowy
2. line graph - wykres liniowy
3. pie chart - diagram kołowy
4. upward trend - trend wzrostowy
5. wide spread - o szerokim zasięgu
6. range - przedział / zakres
7. indicate - wskazać
8. vast majority - ogromna większość

9. rate - wskaźnik
10. table - tabela
11. reach a peak - osiągnąć szczyt
12. flow chart - diagram sekwencji działań
13. account for - stanowić
14. breakdown - analiza
15. plunge - spadać gwałtownie
16. fluctuate - wahać się

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