

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 mehreren 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: *marketing, sales talk, trade fair, product presentation*



Auf einen Blick

Zu dieser Einheit steht eine übergreifende *LearningApps*-Kollektion zur Verfügung, mit der 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 Informationsteil 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** / Fortschritt 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 (EA; PA)

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.

- | | |
|--|----------|
| 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 main focus/keywords]
6	[1 st paragraph: contains context/opening] (→ Briefly outline the context.)
7	[2 nd paragraph: contains actual task] (→ A suitable heading above the paragraph is needed.)
	further possible sentences, 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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M 7



Offering the right product – Working out the company's product

Now that the decision has been taken that a trade fair event is the right marketing environment for your product, you need to focus on what you can offer best, based on the industry which you are familiar with.



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Pages Plus

Tasks

Work in groups of four. Prepare a sheet of paper by dividing it into four segments. Write one of the four questions into each segment.

1. Each person sits in front of one of the four segments. Note down keywords on the question in your segment.
2. Then rotate the sheet and read the others' suggestions.
3. Use a pencil to add further ideas and comment on their solutions. Now answer the next question. Repeat until all have read and commented on all aspects of the sheet. Make sure each of you takes a photo of the sheet and saves it in his/her documents.
4. Exchange your individual ideas verbally. Find a conclusion for each segment. Circle your final choice regarding each aspect.
5. Present your ideas to the class.

1. **What could be your product?**
Note down a particularly important product your company offers. If you work in a field that does not produce anything, you may think about a product that is helpful in your own professional context.
2. **What is your product used for?**
Briefly outline when to use your product.
3. **What are the qualities of your product?**
Brainstorm adjectives and adverbs that describe your product more closely.
4. **What is the name of your product?**
Make up a category name for your product.

TIP: Important phrases

The qualities of your product:

helpful, innovative, efficient, precise, handy, easy-to-use, to be necessary for doing sth., timesaving, beneficial ...

Presenting your solutions:

We have chosen / agreed on a product which is used in the following field/s ...

- ... , our product is used when ...
- Our product is outstanding / important because ...
- We have chosen the following name for our product because ...



Interacting with people at the trade fair booth

M 9



Finally, the day has come when you present your product at the trade fair stand. Now it is time to present your product and engage with people in conversations. Don't forget: Your aim is to successfully deliver to the visitors why your product potentially improves their lives.

Tasks

1. Work in groups of four. Always two people present their products to the others in turns. Use the tips in A. The listeners take notes in the box. You may ask questions during the presentation. Think about questions you wish to ask the salesperson.

Field in which product is used / product name:	
What's good about the product?	
Further questions:	

2. After each presentation, the presenters and the listeners should engage in a sales pitch as outlined in B.

A. Presenting your product at the booth

AIDA strategy for product presentation	
The word AIDA is a well-known marketing concept which describes several steps in order to advertise a product to the person interested. Each capital letter stands for one word that plays a particular role in the strategy.	
A <u>Attention</u>	Ask rhetorical questions and outline a problematic situation in which your product is the only solution. <ul style="list-style-type: none"> • Do you know the following situation? / Have you ever thought about ...? • (We all know the situation? / ...)
I <u>Interest</u>	Teach about the details of your product. <ul style="list-style-type: none"> • e. g.: material, durability, handling, usage, how to store it, longevity, ...
D <u>Desire</u>	Make sure you raise your listener's interest to buy. <ul style="list-style-type: none"> • Don't miss out on this product, it provides the best service possible in the field of ... / Three reasons why you need ... in your life ... / Hear for yourself the voices of customers who bought our product in the past ...
A <u>Action</u>	Offer your audience an explicit chance to purchase your product. <ul style="list-style-type: none"> • If you buy now, ... / Should you consider buying from us today, we are happy to offer the following service ...



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