Rezvani Motors

Industry	Automotive
Founded	Irvine, California 1 January 2013
Founder	Ferris Rezvani
Headquarters	911 Daytona Drive, Irvine, California, CA 92606, USA
Number of locations	1 dealership
Tel.	* (1) 959 704 6283
Key people	Ferris Rezvani, Chairman & CEO Samir Sadikhov, Head of Design
Number of employees	63
Website	https://www.rezvani_motors.com\rezvani-models

Rezvani Motors is an American automotive designer and manufacturer of high-performance sports cars based in Irvine, California. Rezvani Motors is owned by Iranian-American Ferris Rezvani, a designer who formerly worked with Aston Martin, Ferrari and DBC.

History

Rezvani Motors was founded in 2013 by Ferris Rezvani. In June of that year, Rezvani Motors introduced the Rezvani Beast based on the Ariel Atom. Rezvani Motors' vehicles are produced in a 50,000-square-foot facility in Santa Ana, California. Chris Brown purchased the first Rezvani Beast in 2015 for $200,000. The car was used in the filming of Brown's single "Liquor." Enrique Iglesias drove the Rezvani Beast in his music video "El Baño".



THE VENGEANCE https://www.youtube.com/watch?v=3krv4Xa-Plk

In 2022, Milen Ivanov, a digital artist who had previously conceived cars for video games, designed the Vengeance to look like a vehicle in a game. The car has 35-inch tires suited to difficult off-road driving. The vehicle can transport eight passengers in three rows of seats.



Military Package

- Bullet proof glass and body armor
- Underside explosive protection
- Smoke Screen
- Military Runflat Tires
- Thermal Night Vision System
- Reinforced suspension
- Electromagnetic Pulse Protection
- Steel Ram Bumper
- Optional explosive device detection
- Continuous Video Recording
- Electrified Door Handles
- Siren and Horn Options
- Strobe Lights
- Blinding Lights
- Intercom System
- Magnetic Dead Bolts
- Pepper Spray Dispenser
- 7 built proof vests
- 7 bullet proof helmets
- Gas masks
- First Aid kit

The Vengeance is built to special order. The basic price is US$285,000, increasing to a maximum of $782,250 with all options.

DISCUSSION

1) Describe the ideal customer for (i) the Rezvani Beast and (ii) the Rezvani Vengeance.

2) Who could provide a convincing celebrity endorsement for (i) the Rezvani Beast and (ii) the Rezvani Vengeance?

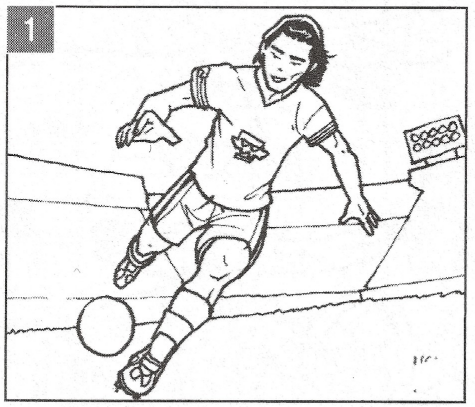
3) A USP (Unique Selling Point or Unique Selling Proposition) is a marketing statement that differentiates a product or brand from its competitors. What is the USP of the Rezvani Vengeance?

4) Which market(s) should Rezvani Motors focus on and why?

1 Jobs

1 Match the jobs to pictures 1–12.

a businesswoman [9] a businessman [ ] a nurse [ ] a secretary [ ] a footballer [ ] a pilot [ ]
a taxi driver [ ] an artist [ ] a singer [ ] a hairdresser [ ] a journalist [ ] a politician [ ]

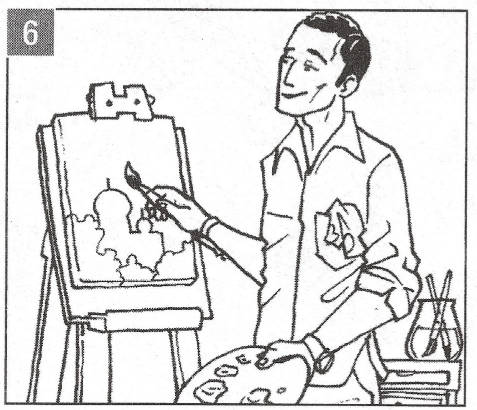
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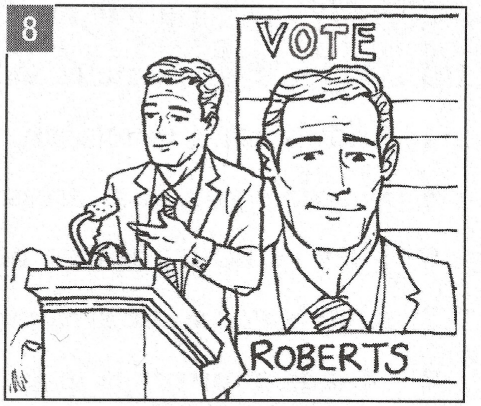
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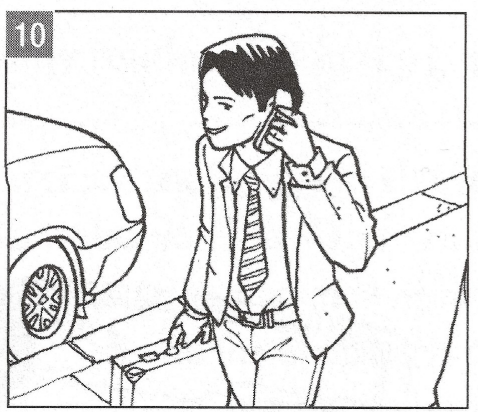
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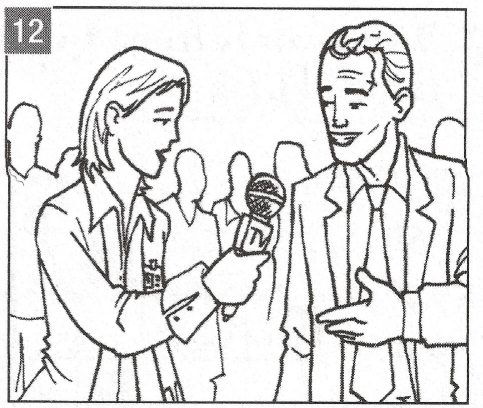
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8 

9 

10 

11 

12 

AROUND THE WORLD

‘Speakout Starter Student's Book Video Unit 1’
https://www.youtube.com/watch?v=ygb0J3h6wqo

1) Where does Pablo live ?

What is his job ?

What languages does he speak ?

2) Where does Eric live ?

What is his job ?

What languages does he speak ?

3) Where does Mina live ?

What is her job ?

What languages does she speak ?

4) Where does Kusta live ?

What is his job ?

What languages does he speak ?

5) Where does Ayesha live ?

What is her job ?

What languages does she speak ?

TO BE	TO HAVE	HAVE GOT
+	+	+
I am	I have	I have got
You are	You have	You have got
He / she / it is	He / she / it has	He / she / it has got
We are	We have	We have got
You are	You have	You have got
They are	They have	They have got
—	—	—
I am not	I don't have	I haven't got
You aren't	You don't have	You haven't got
He / she / it isn't	He / she / it doesn't have	He / she / It hasn't got
We aren't	We don't have	We haven't got
You aren't	You don't have	You haven't got
They aren't	They don't have	They haven't got
?	?	?
Am I ?	Do I have ?	Have I got ?
Are you ?	Do you have ?	Have you got ?
Is he / she / it ?	Does he / she / it have ?	Has he / she / it got ?
Are we ?	Do we have ?	Have we got ?
Are you ?	Do you have ?	Have you got ?
Are they ?	Do they have ?	Have they got ?

Unit 11C

C A rich 36-year-old dentist

1 Who is who?

Jane, Pete, Joe and Alice are from Birmingham, London, New York and Canberra (not in that order).
One is a doctor, one a dentist, one an artist and one a shop assistant.
Their ages are 19, 22, 36 and 47.
Apart from English, one of them speaks French, one German, one Greek and one Chinese.
Only one of them is tall, only one is good-looking, only one is rich, only one is dark. The tall one is 22.
One of them is a rich 36-year-old dentist from Canberra who speaks Chinese. What are the others?

Ask your teacher questions. He or she can only answer *Yes* or *No*. Examples:

'Is Jane a dentist?' 'No.'
'Is the artist good-looking?' 'Yes.'
'Does Joe speak Chinese?' 'Yes.'

		Alice	Joe	Pete	Jane
Appearance	Tall				
	Good-looking				
	Rich				
	Dark				
Age	19				
	22				
	36				
	47				
Profession	Doctor				
	Dentist				
	Artist				
	Shop assistant				
Home	Birmingham				
	London				
	New York				
	Canberra				
Languages	French				
	German				
	Greek				
	Chinese				

A B

A B C

A B C D E F G

H I J

K L M

N O P Q R S T U

V W

X Y Z

EMAIL SYMBOLS

@

.

:

/

\

A—A

A__A

~

WELCOMING DELEGATES TO A CONFERENCE

Watch the interview and complete the form below

https://www.youtube.com/watch?v=W5zRVaracgc

1.

NAME:

SURNAME:

NATIONALITY:

ADDRESS:

PHONE NUMBER:

EMAIL ADDRESS:

Now complete the forms below for the other guests

2.

NAME:

SURNAME:

NATIONALITY:

ADDRESS:

PHONE NUMBER:

EMAIL ADDRESS:

3.

NAME:

SURNAME:

NATIONALITY:

ADDRESS:

PHONE NUMBER:

EMAIL ADDRESS:

4.

NAME:

SURNAME:

NATIONALITY:

ADDRESS:

PHONE NUMBER:

EMAIL ADDRESS:

5.

NAME:

SURNAME:

NATIONALITY:

ADDRESS:

PHONE NUMBER:

EMAIL ADDRESS:

6.

NAME:

SURNAME:

NATIONALITY:

ADDRESS:

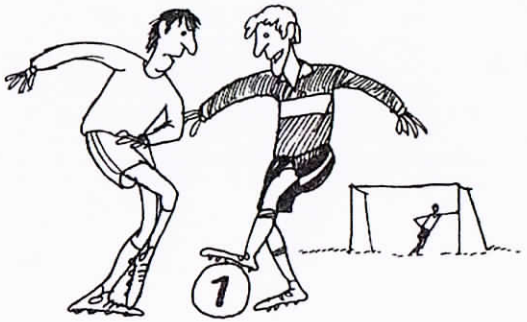
PHONE NUMBER:

EMAIL ADDRESS:

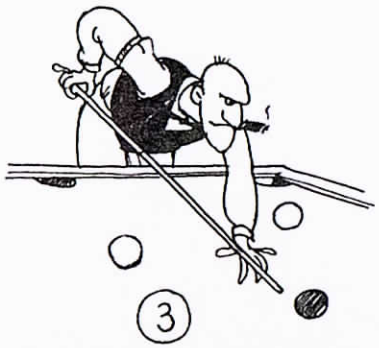
42 Sports and pastimes 1

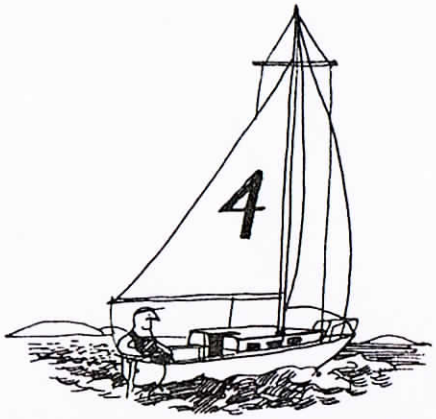
Write the number of each drawing next to the correct word.

table tennis	.....	skiing	.....	painting	.....
billiards	.....	chess	.....	pottery	.....
ice hockey	.....	sailing	.....	cycling	.....
football	.....	athletics	.....	photography	.....

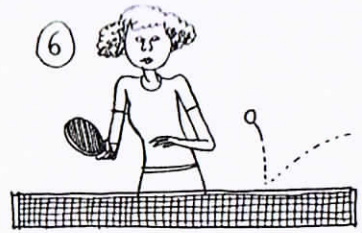






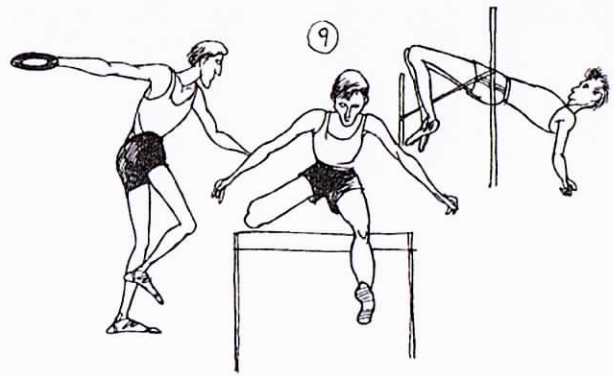


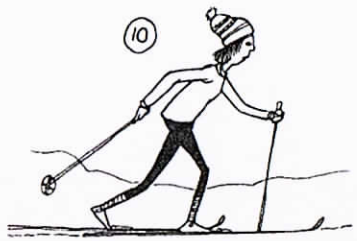


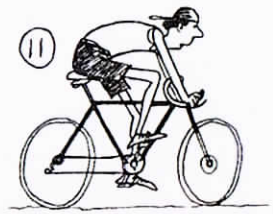














43 Sports and pastimes 2

Write the number of each drawing next to the correct word.

stamp collecting	.....	dressmaking	.....	gardening	.....
wrestling	.....	skating	.....	roller-skating	.....
tennis	.....	jogging	.....	fishing	.....
golf	.....	show jumping	.....	playing cricket	.....

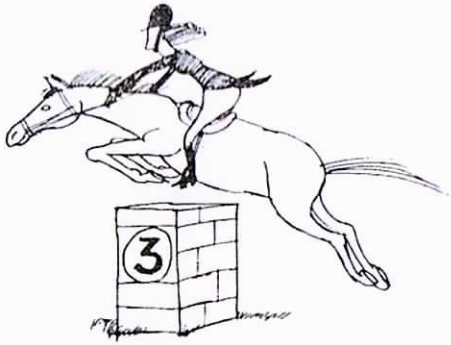












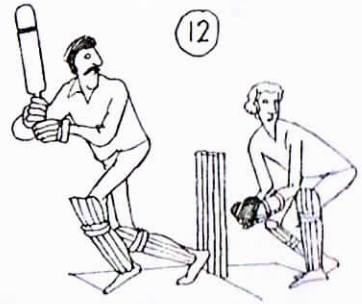












Hiring a car

5 **a)** Molly and David are at a car-hire office. Look at the photo. Match these words to Molly's things 1–4.

a credit card a passport a business card a letter

b) Answer these questions about Molly.

1 Is she Australian?
2 What's her job?
3 Is she married or single?
4 How old is she?



6 **a)** Match these words to the letters a)–j) in the pictures.

1 first name *g)*
2 surname
3 nationality
4 home phone number
5 work number
6 mobile number
7 home address
8 postcode at work
9 email address
10 credit card number



Help with Listening Sentence stress (1)

7 **a)** R1.17 Listen to these questions and notice the sentence stress. We stress the important words.

1 What's your surname, please?
2 What's your first name?
3 And what's your nationality?
4 What's your address?
5 What's your home phone number?
6 And what's your mobile number?
7 What's your email address?

b) Listen again. Notice how we say *your* /jə/ and *and* /ən/ in these sentences.

8 **a)** R1.18 Listen to David's conversation and fill in the gaps on the form.

CCH452

Car Hire Form
Customer ref. 000237

CITY CAR HIRE

Surname	.....
First name	David
Nationality	.....
Address	..... Road Birmingham .....
Home phone number	.....
Mobile phone number	07810 .....
email address	dholmes@webmail.com

b) Look at R1.18, p148. Listen again and notice the sentence stress on the woman's sentences.

Real World Asking people to repeat things

9 **a)** R1.19 Listen to the sentences from the conversation in **8a)**. Fill in the gaps with these words. Then check in RW1.2 p123.

say repeat again could sorry

1 Could you ..... that ..... , please?
2 I'm ..... ?
3 Sorry, ... you ..... that, please?

b) P Listen again and practise. Copy the polite intonation.

10 **a)** R1.20 P Listen and practise the questions in **7a)**.

b) Work in pairs. Interview your partner and fill in the form.

CCH452

Car Hire Form
Customer ref. 000238

CITY CAR HIRE

Surname	.....
First name	.....
Nationality	.....
Address	.....
	.....
Home phone number	.....
Mobile phone number	.....
email address	.....

Q&A

TITLE: Mr (“Mister”),Mrs (“Misses’),Miss (“Miss”),Ms (“Mzzz”),Dr (“Doctor”),Prof. (“Professor”)

FIRST NAME: “What is your name?” – “How do you spell that?”

SURNAME: “What is your surname?” – “How do you spell that?”

ADDRESS: “What is your address?” – “How do you spell that?”

EMAIL ADDRESS: “What is your email address?” – “How do you spell that?”

PHONE: “What is your phone number?”

NATIONALITY: “What is your nationality?”

DATE OF BIRTH: “What is your date of birth?”

AGE: “How old are you?”

MARITAL STATUS: “Are you married?”

LANGUAGES SPOKEN: “What languages do you speak?”

PREFERRED JOB: “What kind of job would you like?”

“What sort of job are you looking for?”

Student A

Car Hire Form

Customer ref: 00239

SBP Car Rentals

Mr ☐ Mrs ☑

surname: Moreno
first name: Raquel
nationality: Mexican
address: 15 Grove Road
London SW7 4FL
mobile number: 07799 354981
home number: 020 7782 4690
email address: moreno23@ibana.com

Car Hire Form

Customer ref: 00240

SBP Car Rentals

Mr ☑ Mrs ☐

surname
first name
nationality
address
mobile number
home number
email address

Car Hire Form

Customer ref: 00241

SBP Car Rentals

Mr ☑ Mrs ☐

surname: Langlet
first name: Jacques
nationality: French
address: 48 Porthall Street
London EC16 7DQ
mobile number: 07344 126544
home number: 020 8788 3286
email address: jlanglet@freeweb.com

Car Hire Form

Customer ref: 00242

SBP Car Rentals

Mr ☐ Mrs ☑

surname
first name
nationality
address
mobile number
home number
email address

Student B

Car Hire Form

Customer ref: 00239

SBP Car Rentals

Mr ☐ Mrs ☑

surname
first name
nationality
address
mobile number
home number
email address

Car Hire Form

Customer ref: 00240

SBP Car Rentals

Mr ☑ Mrs ☐

surname: Amato
first name: Salvatore
nationality: Italian
address: 33 Lissen Road
London W18 8HT
mobile number: 07930 239982
home number: 020 8244 7941
email address: salvamato@globenet.co.uk

Car Hire Form

Customer ref: 00241

SBP Car Rentals

Mr ☑ Mrs ☐

surname
first name
nationality
address
mobile number
home number
email address

Car Hire Form

Customer ref: 00242

SBP Car Rentals

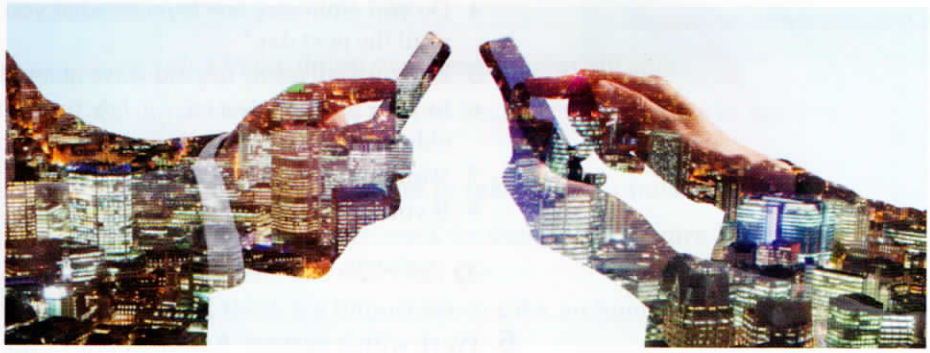
Mr ☐ Mrs ☑

surname: Yamazaki
first name: Kumiko
nationality: Japanese
address: 11 Denzel Street
London E4 5RF
mobile number: 07883 233451
home number: 020 7922 3211
email address: kumiko37@webmail.com

Business communication | Exchanging contact details

1 How much information do you keep about your work contacts? Tick (✓) the type of information you keep.

___ Email	___ Website	___ Work address
___ Home address	___ Mobile number	___ Office number
___ Home number	___ Picture	___ Name of spouse
___ Name(s) of children	___ Birthday	___ Other?



2 How difficult is it to organize contact information these days? Why?

3 ▶2.3 Listen to a phone conversation between two colleagues, Raul and Mirella. Complete the missing information from a business card.

Name: Leif _____

Office: _____

Email: _____

Company website: _____

4 ▶2.3 Match expressions 1–8 to responses a–h. Then listen again and check.

1 Could you give me his details? ___
2 Can I have his number? ___
3 Sorry, can you repeat that? ___
4 So that's 96 7 55 6745. ___
5 And do you spell his last name with one N or double N? ___
6 Sorry, was that E-R or A-R? ___
7 Do you have his email? ___
8 What's his company's web address? ___

a A as in apple. So it's Gunnarson.
b Yes, it's double 0 46 for Sweden. And then 967 double 5 6745.
c It's www.SBNshipping.se/sales. The SBN is in upper case letters.
d Double N. So that's G-U-N-N-A-R-S-O-N.
e Yes, that's it.
f It's leif.gunnarson@sbnshipping.se
g Yes, sure.
h His mobile or his office?

» For more exercises, go to **Practice file 2** on page 108.

5 Prepare for a similar conversation with your partner. Write down a last name, a phone number, email and company web address.

6 Take turns to ask for and give the contact details using these prompts. Afterwards, check the information is correct.

1 Can / last name?
2 What / number?
3 Could / give / email?
4 Do / company web address?

7 Work with a partner and practise two similar phone conversations. **Student A**, turn to **page 137**. **Student B**, turn to **page 142**.

Key expressions

Asking for contact details

Could you give me her details?
Can I have his number?
What's your web address?
Do you have his/her email?

Saying phone numbers and emails

00 = double zero / zero zero / double oh
Say phone numbers in groups: 095...745...6745
@ = at . = dot / = slash
_ = underscore – = dash
lower case = a, b, c, etc.
UPPER CASE = A, B, C, etc.

Checking numbers and spelling

So that's ...
Do you spell that with one N or double N?
A for apple. / A as in apple.
A not E.

Asking for repetition and clarification

Can you say that again?
Can you repeat that?
Is that E-R or A-R?
Sorry, was that E-R or A-R?

Unit 2 | Business communication, exercise 7

Student A

Call 1:

You met Keiran at a meeting last week in Dublin. You can't find his contact details. Call Student B and ask for Keiran's last name, mobile number and email.

Call 2:

Answer Student A's phone call. Give the information on this contact:

Marianne Chiew

00 86 10 6957 8699

www.KALglobal.org.hk

Unit 2 | Business communication, exercise 7

Student B

Call 1:

Answer Student A's phone call. Give the information on this contact:

Keiran Geraghty
00 353 1 657 4770
K_geraghty@iol.ie

Call 2:

You met Ms Chiew at an exhibition stand in Hong Kong. You can't find her contact details. Call Student A and ask for her first name, office number and company website.

2 | Practice file

Working with words

1 Complete the sentences with the phrases from the list.

~~*flexitime*~~ *overtime* *home-working* *core hours*
lunch break *public holiday* *paternity leave*
unpaid leave *annual leave* *statutory pay*

1 I work *flexitime*, so I can start and finish my working day whenever I like.
2 Our employees' _____ _____ are between ten and four, when they have to be in the office.
3 Last week, I worked for 55 hours, so I did 20 hours _____.
4 I work from home once a week because my company has a system of _____-_____.
5 With maternity leave, the first 12 weeks are fully paid and then you receive 27 weeks' _____ _____, which is less.
6 I rarely take a _____ _____. I usually keep working and eat my sandwich at my desk.
7 In many countries, 1st January is a _____ _____.
8 Nowadays, more fathers are taking _____ _____ to help with a new baby.
9 Last year, I took six months _____ _____ to travel round the world. It was a great experience but I missed receiving a salary!
10 I need to take the rest of my _____ _____ before the end of the year or I'll lose it.

2 Choose the correct words (a, b or c) to complete 1–6 in the text.

According to research by Peran Kandola, a business psychology firm, 86% of employees also see a link between their moods and how well they do their work. How can this help us at work?

- Take control. If you don't like the terms and [1]_____ at your company, do something about it. Talk to someone or maybe even change jobs.
- Don't work late every day or be the person who always says, 'I'll work [2]_____!' It'll only end up with you needing to take [3]_____ leave.
- Keep your body healthy as well as your mind. Try cycling to work or do exercise during your [4]_____ like a walk round the building.
- Aim for a good work-life [5]_____. Make time for your family and friends. Make sure you take time off when you need it and always take your full [6]_____.

1	a conditions	b agreements	c employment
2	a core hours	b overtime	c unpaid
3	a annual	b statutory	c sick
4	a holiday	b lunch break	c unpaid leave
5	a balance	b day	c flexible
6	a paternity leave	b annual leave	c flexitime

Business communication

1 Put the words in the correct order to make questions in a phone conversation.

a last name / what / his / 's
*What's his last name*_____?
b say / can / that / you / again
_____?
c his / have / number / can / I
_____?
d that / is / case / lower /all
_____?
e GSA / or / that / was / GSI
_____?
f me / you / give / that / could
_____?

2 Now complete 1–6 in the conversation with the questions a–f from **1**.

Katja Hello, Katja speaking.
Niki Hi, Katja. It's Niki.
Katja Oh, hi.
Niki You know the man we met yesterday?
Katja Paul?
Niki Yes. [1]_____
Katja Bicknell. Paul Bicknell.
Niki Thanks. [2]_____
Katja Sorry, I don't have it but I do have his email.
Niki That's great. [3]_____
Katja Yes, sure. It's p dot bicknell at …
Niki Sorry, [4]_____
Katja P dot bicknell at GSI dot org.
Niki [5]_____
Katja I as in India.
Niki Thanks. [6]_____
Katja GSI is upper case.
Niki So that's p dot bicknell at GSI dot org.
Katja That's right.

3 Write the email addresses, URLs and phone numbers.

1 It's g, e, c at hotmail dot com.
_____
2 My number's double zero, double four, three one nine, double four, oh one oh.
_____
3 My email's Lydia underscore forty-nine, at yahoo dot d for dog, t for Turkey.
_____
4 The new website is www dot, about dash, me, dot com, slash courses, underscore online.
_____

Language at work

GRAMMAR REFERENCE

The infinitive form

Form

The infinitive is formed with *to* + base verb (e.g. *to meet, to change, to save).*

Use

Use the infinitive form of the verb

- after an adjective:
  *It's **important to know** the truth.*
  *We're very **pleased to meet** you.*
- to express purpose:
  *I always check with everyone **to make sure** they are happy.*
  ***To save energy** around the offices, we use timers.*
- after verbs about plans and decisions:
  *We **intend to change** the policy.*
  *They've **decided to stop** buying from us.*

The *-ing* form

Form

The *-ing* form is formed with the base verb + *ing* (e.g. *meeting, changing, saving*).

Use

Use the *-ing* form of the verb

- after verbs about likes/dislikes:
  *I **like playing** sport at the weekends.*
  *We **enjoyed meeting** you all.*
- after a preposition:
  *I need to work **on improving** my IT skills.*
  *I look forward **to seeing** you all next week.*

1 Complete the sentences with the phrases from the list.

difficult to know *sad to see* *important to be right to ask* *afraid to leave* *nice to see*

1 It was so _____ you again. You look so well.
2 It's really _____ what we should do next. There isn't an easy solution.
3 With staff who aren't working hard enough, it's _____ firm but fair.
4 I'm _____ my current job in case I can't get another.
5 On behalf of everyone here, we are _____ you go but want to wish you luck in your next job.
6 I think you're absolutely _____ for a pay rise. It's long overdue.

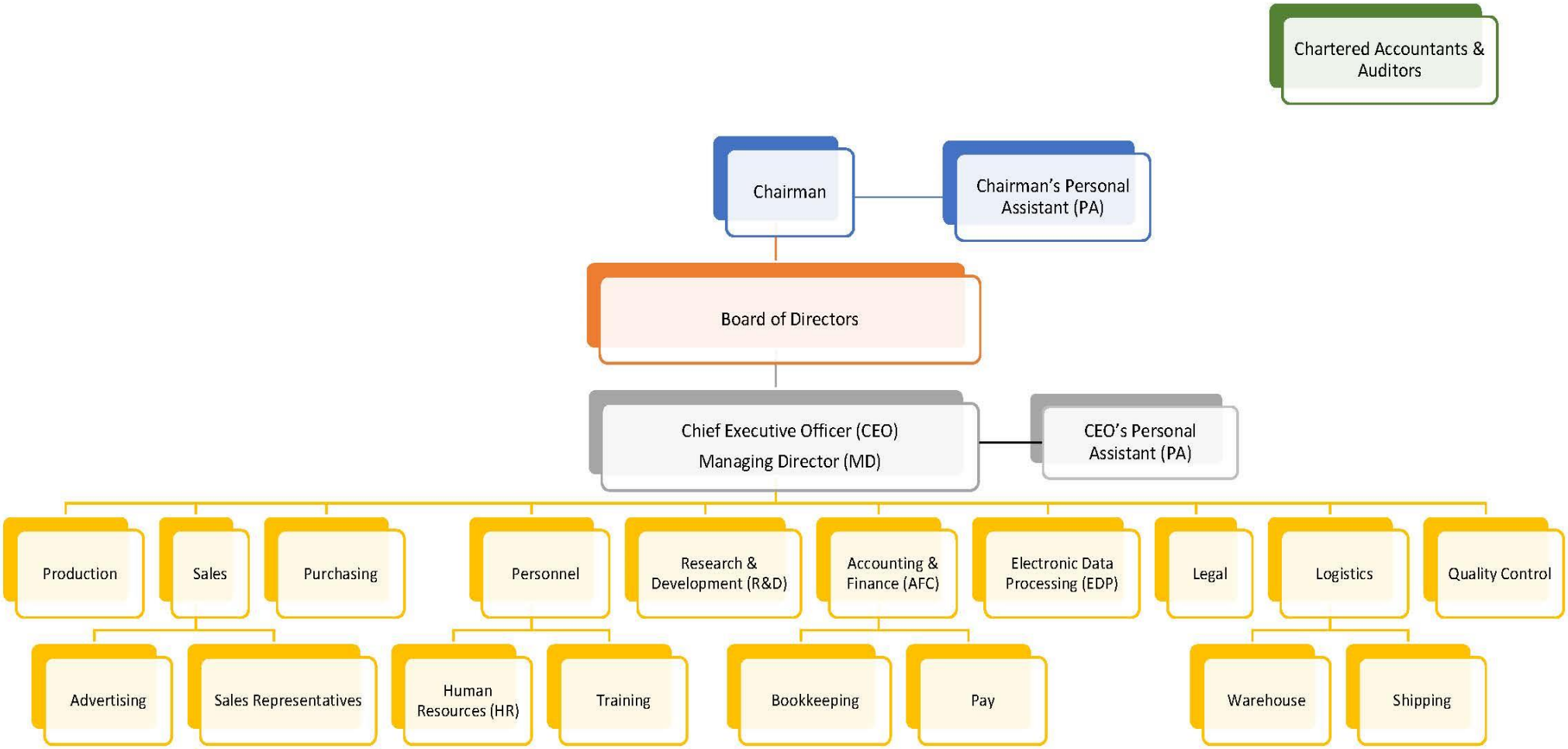
2 Complete the sentences with the infinitive or *-ing* form of the verbs in brackets.

1 They want _____ (change) to a system of flexitime.
2 Would you like _____ (join) us for dinner?
3 I really dislike _____ (be) late for anything.
4 Do you think he'd be interested in _____ (apply) for this vacancy?
5 Thanks very much for _____ (invite) us to look round.
6 When do you plan _____ (take) your annual leave this year?
7 This team is responsible for _____ (develop) a new product.
8 I'd be happy _____ (help) you with this.
9 When did you decide _____ (requalify)?
10 We look forward to _____ (see) you on the 21st.

3 Complete the introduction to a meeting with the infinitive or *-ing* form of the verbs from the list.

spend *arrive* *interview* *keep* *make* *talk* *offer* *sum up*

Hello, everyone, and thank you all for [1]_____ on time today. I realize you're all busy, so I hope [2]_____ this meeting brief. As you know, we have been looking at ways of [3]_____ employees the opportunity to work more flexible hours, and I think we have finally come up with a solution [4]_____ sure everyone can achieve a better work–life balance. The process has involved [5]_____ a large number of different people in every department and I have to say that I've really enjoyed [6]_____ time talking to many of you. Anyway, I'd like [7]_____ by presenting the overall feedback and then I plan [8]_____ about the main points of our proposal.


Chartered Accountants & Auditors
Chairman
Chairman's Personal Assistant (PA)
Board of Directors
Chief Executive Officer (CEO)
Managing Director (MD)
CEO's Personal Assistant (PA)
Production
Sales
Purchasing
Personnel
Research & Development (R&D)
Accounting & Finance (AFC)
Electronic Data Processing (EDP)
Legal
Logistics
Quality Control
Advertising
Sales Representatives
Human Resources (HR)
Training
Bookkeeping
Pay
Warehouse
Shipping

COMPANY PROFILES

What is a Company Profile?

Your company profile is a professional introduction. It aims to inform people (primarily prospective buyers and stakeholders) about your products, services, and current status.

What should be included in a Company Profile Presentation?

Your company's profile is like a résumé, outlining its greatest achievements, goals, and potential. It should include all the data prospective clients and customers need to know.

https://www.impactbnd.com/blog/examples-of-company-profile-pages

See how real companies devise effective websites by clicking on the various links (Zappos, Google, Starbucks etc.).

Examples of Innovative Products and Services

The Cicret Bracelet (concept video)
https://www.youtube.com/watch?v=9J7GpVQCfms

The Zao Deepfake App
https://www.facebook.com/Loopsiderenglish/videos/we-tried-out-the-deepfake-app-zao/386612385624696/

COMPANY PROFILES: CONTENTS

The Business Details

When you begin, gather the details listed below. These items should appear at the beginning of your company profile. Keep them accurate and up-to-date.

- Company name
- Established date
- Physical address per location
- Phone and fax numbers
- Website URL
- Email address

The Company Basics

These items will vary depending on your business type. So, just keep in mind that they may not all apply to your company, but you should include those that do.

- Description of the business including the Mission and/or Vision
- Product descriptions
- Description of services
- History, expansion, and growth
- Public relations
- Advertising
- Industry information
- Safety, health, and environmental policies
- Core team details
- Client portfolio

The Highlights

The next set of items also will not apply to every company. These are some of the types of notable achievements and accomplishments that you should include.

- Awards
- Certifications
- Special programs and projects
- Testimonials
- News or media recognition

Optional Items

You may see the following items in other company profiles or within the samples and templates below. If you feel that any of these is noteworthy for your business, then you should include them.

- Annual sales
- Financial targets
- Number of employees
- Partners
- Photographs

How to Write a Company Profile

1. The Title Slide

The first slide of your company profile presentation should contain all the basic company information. To determine what these elements are, just ask yourself what you would want to know about a potential client. Things like: Company name, Address, Phone Number, Website, Email etc.

2.The Overview

(i) The next slide should outline the company's goals and objectives. First, describe the big picture. Then describe the actionable steps in front of you. What are the things you've decided to achieve in the coming year?

(ii) The story so far. Tell a story. Be Chronological. An effective company profile presentation is usually sequential. When people look at your company overview, they expect the information to be set out in chronological order.

3. Products and Services

Next, you should introduce your Products and/or Services. Describe a few problems that the audience can relate to. Make sure you introduce every single feature of your product and/or service from the perspective of the consumer.

(i) Describe some common problems
(ii) Then propose some feasible solutions
(iii) Introduce the features of your products/services that solve these problems

Be interactive. Time your speech so that there's room for questions afterwards but ask the most important questions yourself during the presentation to see if someone in the audience can answer them.

So, before you offer the solution to a problem, ask your audience to tell you how they would solve it. You can even introduce key features as questions. This gives your audience a chance to think of possible solutions before you give them yours.

4. Introduce the Team

If you want your company to seem trustworthy, it must be unified. So, talk about your team members and how they're a part of your vision. Mention how they fit into the bigger picture, and how they helped you to see it in the first place.

You can either dedicate a whole slide to listing your team members or briefly show your team in a group picture on a slide while you talk about it. This fosters a sense of collaboration.

5. Call to Action

Conclude your company profile presentation with a Call to Action (CTA).

Be specific. Tell the audience everything you need from them. For example, the type of investment you need and the return they can expect.

A Call to Action is now standard practice for the ending of business presentations. Be honest about what you want the audience to do. Persuade them to take those actions by daring them to do so. Promise them they will see the results for themselves.

6. Any Questions?

The last slide of your company profile presentation should invite the audience to ask questions. Set aside five or ten minutes to address the most important issues. While you are writing your presentation, try to imagine what questions the audience will ask. Make sure you are prepared to answer them.

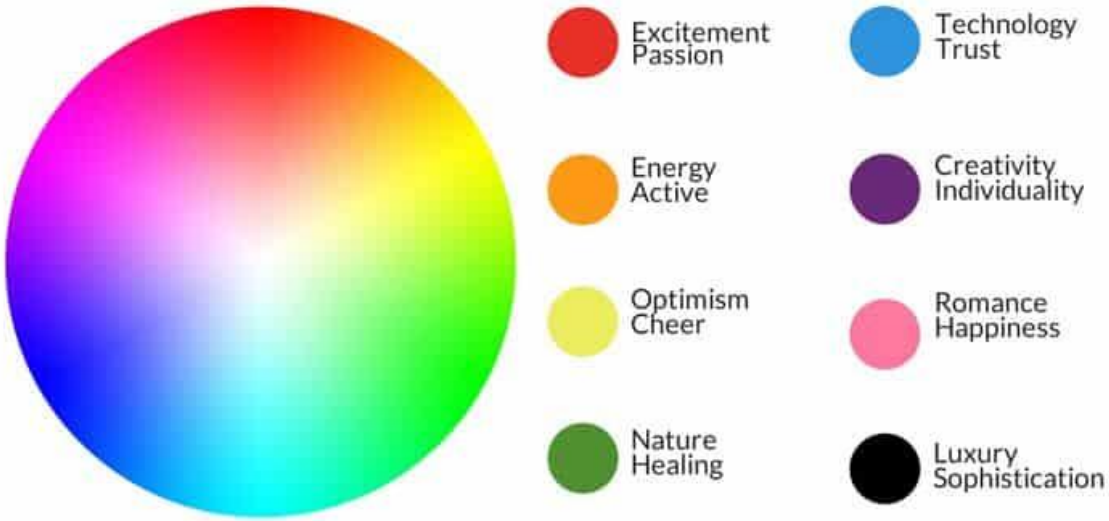
PRESENTATION

Find the Right Templates

When it comes to choosing the right company overview templates, you can't go wrong with a standard format. Since your presentation is going to be chronological, every template is going to have the same elements in the same order.

Picking the right template for your Company Profile Presentation entails capturing the branding. Do not use too many colours. If you want to be unique, your brand should stand out. So, pick a few shades that people start associating with your brand.

Use the psychology of colour to determine the best shades for your brand, and pay attention to what the others are doing.



Now You're Ready to Present Your Company

As you can see, Company Profile Presentations are not difficult. Make sure you know what you're selling, and be honest about it. Talk about all the problems that exist before you start mentioning the features you're solving them with. Stick to those problems long enough in order for them to start resonating with the audience. Then, introduce your solutions, step-by-step, with questions and stories. Use the power of colour psychology to choose the right look for your company overview template and branding. Don't forget to include the rest of your team. And don't forget to be specific and honest in your call to action. Tell the audience what you really need – they'll appreciate the honesty. After that, kindly invite or dare them to take the action, and become part of your company's journey.