



Persuading Others to Accept Your Proposal

Pitching Solutions for IT Problems



Lesson 1: Pitching Solutions for IT Problems

Persuading Others to Accept Your Proposal

Language in Use

Promoting the benefits or advantages of one option / idea over another option.

- Comparatives describe the differences between two possibilities (e.g. “Unlike _____, (this) is / has (more/ _____er) _____ (and...)”)
- Subject/verb agreement errors are common when comparing more than one thing. (e.g. “One [advantage / of the advantages] of this ____ is...)



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Look at the example of an engineer(A) explaining the advantages of a software solution to a client(B). Put the key terms into the dialogue example below:

Key Terms

- *One benefit / advantage of this is ____ ...*
- *Unlike ____, this is / has (more) ____er...*
- *What we could (do / offer you) is...*

A: Did you get my message about the CRM software solution we've proposed?

B: I'm not sure we really need it. What are the advantages?

A: ___ that it helps you keep track of customer exchanges and improves customer satisfaction.

B: Interesting. But I'm not convinced. How is this different from other CRM solutions?"

A: ___ other software, ___ user-friendly and has a customizable dashboard to fit your specific business needs.

B: Okay, I'm listening. What could you offer us if we go with your CRM solution?

A: ___ provide you with training and support to ensure a smooth set-up process and ongoing success with the system.



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Short Roleplay

Present the following information :

SITUATION 1: Your company needs a new project management software system. Persuade your project manager:

SITUATION 2: You work for a pharmaceutical company negotiating a product promotion with your BioTech partner:

Key Terms

- *One benefit / advantage of this is _____ ...*
- *Unlike _____, this is / has (more) _____er...*
- *What we could (do / offer you) is...*



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Extended Roleplay

You manage promotion campaigns for your beverage company's European division. You need to discuss solutions to turn around sales for your bottled green tea products.

Key Terms

- *One benefit / advantage of this is ____ ...*
- *Unlike ____, this is / has (more) ____ er...*
- *What we could (do / offer you) is...*



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Final RolePlay Problem

You manage a renewable plastics manufacturing business. You need to discuss options for a new asian manufacturing plant location to produce a new type of biodegradable* plastic. Persuade your partner to accept your solution...

Key Terms

- *One benefit / advantage of this is _____ ...*
- *Unlike _____, this is / has (more) _____er...*
- *What we could (do / offer you) is...*