

## **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...)





### Lesson 1: Pitching Solutions for IT Problems

### Persuading Others to Accept Your Proposal

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:

	<u>Key Terms</u>	<ul> <li>One benefit / davantage of this is _</li> <li>Unlike, this is / has (more)</li> <li>What we could (do / offer you) is</li> </ul>	er
A: Did you	get my message a	bout the CRM software solution we'v	/e proposed?
B: I'm not	sure we really need	d it. What are the advantages?	
\: that	it helps you keep	track of customer exchanges and imp	roves customer satisfaction.
3: Interesti	ing. But I'm not co	nvinced. How is this different from of	ther CRM solutions?"
۸: oth	er software, u	ser-friendly and has a customizable of	dashboard to fit your specific
busine	ess needs.		
3: Okay, I'r	m listening. What o	could you offer us if we go with your	CRM solution?
A: pro	vide you with train	ning and support to ensure a smooth	h set-up process and ongoing
succes	s with the system.	Thiotieh	



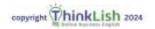
# Lesson 1: Pitching Solutions for IT Problems Short Roleplay

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:

One benefit / advantage of this is \_\_\_\_\_...
Key Terms
Unlike \_\_\_\_\_, this is / has (more) \_\_\_\_\_er...
What we could (do / offer you) is...



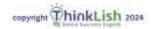


### Lesson 1: Pitching Solutions for IT Problems

#### 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.

	One benefit / advantage of this is	
<u>Key Terms</u>	· Unlike, this is / has (more)	_er
	· What we could (do / offer you) is	





# Lesson 1: Pitching Solutions for IT Problems 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...

One benefit / advantage of this is \_\_\_\_\_...
What we could (do / offer you) is...

