



Pitching Financial Proposals to Stakeholders

Using Percents & Fractions for Financials





Lesson 2: Pitching Financial Proposals to Stakeholders

Using Percents & Fractions for ...

Language Point

When presenting financials, break numbers down ...

- For fractions & decimals, use ...
- Use ...

AMOUNT	PRONUNCIATION
14.5% / 14½ %	fourteen POINT five percent / fourteen ...
87.33% / ...	eighty-seven ... / ...
.../ 25¼% X >	twenty-five.../twenty-five & ...
...	...





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Using Percents & Fractions for ...

- *Our [X] (has) increased...(which shows...*

→ to highlight trends ...

- *Almost one-third.of ...*

→ Use fractions to ...

- *We're ...*

→ ...

Key Terms

CFO: Our revenue ___% compared to Q2, mainly due to improved logistics.

Investor: That's promising. What about ...?

CFO: ___

Investor: Great, but ...?

CFO: Yes. ...

Investor: ...?

CFO: ...

Investor: ...





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Discussion Problems 1 & 2

Use two percentages or fractions to explain improvements and persuade your partner ...

SITUATION 1: Pitch next year's forecast for EcoCool ...and try to persuade ...

	THIS YEAR (US\$)	% CHANGE	NEXT YEAR(US\$)	REASONS
Revenues	5,685,000	+8 ½%	6,170,000	rising demand ...
Cost of Goods Sold	-2,540,000	material sourcing...
Operating Expenses	Marketing ...in Q2
Net Income	Profit ...

SITUATION 2: Explain why ... but pitch a ... plan using ... with your investor

	THIS YEAR (US\$)	% CHANGE	NEXT YEAR (US\$)	REASONS
Revenues	115,280,000	-4.25%	110,400,000	Demand weakened due to...
Cost of Goods Sold	-55,520,000	Lumber ... up due to ...
Operating Expenses
Net Income

• Our [X] increased/decreased by ____...

Key Terms • Almost [one-third] of ...

• We're ... based on...





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Extended Discussion Problem

You are Financial Director for a premium Eastern European organic wine importer.
You are meeting with ...
Present the forecast, explain ... and persuade them that ...

	THIS YEAR		NEXT YEAR	REASONS
Revenues	2,538,000	+7 ¼%	2,729,000	Strong demand for ... wines in ...
Cost of Goods Sold	-1,307,000	No Change	...	Supply chain contracts ...
Operating Expenses	Increased ...
Net Income sales revenues expected ...

Key Terms

- *Our [X] increased/decreased by ____...*
- *Almost [one-third] of ...*
- *We're ... based on...*





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Final Discussion Problem

You are Financial Director of a mid-sized Japanese ... company. Over the past year, your company... You'll need to ... and defend your position under pressure.

	THIS YEAR		NEXT YEAR	REASONS
Revenues	93,920,000	-2.5%	91,610,000	Sales are down due to unstable global markets
Cost of Goods Sold	(64,490,000)	Labor issues ...
Gross Profits	29,430,000	↓	...	Margins are ...
Operating Expenses	...	No Change	...	Admin expenses ...
Other Income	Currency exchange ...
Net Income (Loss) Before Tax	Losses ...
Net Income (Loss)	Global crises causing ...

Key Terms

- Our [X] increased/decreased by ____...
- Almost [one-third] of ...
- We're ... based on...

