



**Business Development
by Doing Business In English**

BUSINESS DEVELOPMENT

5 SKILLS & TASKS

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Types of Introductions

Types of verbal and written Introductions

- 1 Self introduction
- 2 Team / business unit
- 3 Brief company Introduction

Rules Of Mastering an Introduction

Introducing Yourself

New accents and nerves can result in misunderstandings and perplexity during introductions, which are crucial for establishing trust and generating interest. A significant number of individuals communicate at a rapid pace, fail to consider the comprehension of others, and provide an excessive amount of information. It is crucial to bear in mind that the objective is to initiate a dialogue rather than deliver a monologue; silence provides individuals with the opportunity to comprehend and pose inquiries.

Introductions are essential; they establish initial impressions and, in all honesty, dictate the success of any relationship-building endeavor. The good news is that they can be prepared (customized to appeal to the specific individual), verified, practiced, and consistently enhanced. Normally, introductions are rarely flawless in terms of language; however, mindsets and attitudes are both evident and influential. A successful introduction will not guarantee business, but a subpar one will certainly impede the growth of any business.

Template for Opening

“Good morning / good afternoon / good evening / hello / hi” - *(formal to less formal)*

“My name is

“I work as (job title) in (team/department) for (business name)”

“I am based at (office/headquarters) in (city/town name).”

“I have been with (business name) since (year)” - *(good if it shows experience)*

“I am working on (area of work / project / task)

“I am responsible for / managing” (if you are responsible a function)

“Please tell me about yourself.”



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In most countries and cultures, handshakes are the customary greeting. However, there are a few instances in which gender issues arise, and it is important to be aware of this when traveling to a new country. Handshakes are typically exchanged after introductions; however, it is preferable to clasp hands at that moment if either individual extends their hand.

It is often challenging to comprehend or feel secure when using someone's name. Therefore, it is advisable to request clarification at this juncture, as a later request may be perceived as dishonest or dismissive.

"I am uncertain as to whether I have the correct pronunciation of your name. Could you repeat it?"

Please attempt to enunciate their name three times after they have repeated it. This will assist in your memory and increase the likelihood that you will be able to pronounce it more accurately.

It is advisable to refrain from using titles such as "CEO," "Professor," or "Doctor" when introducing oneself, as they may be perceived as implying a level of superiority over others. It is important to remember that individuals who are truly senior do not use titles. Richard Branson, the founder of Virgin, says, 'Hi, I am Richard / Hi I am Richard Branson.'

Team / Business Unit Introduction

The first step is usually to clarify the team / department and where it is based.

"I am part of the Marketing & Advertising team at (company name). We are based at our Head Office in Glasgow, a few of us are office based, and the others work remotely."

"I joined 3 years ago and am responsible for the B2B marketing, covering all forms of traditional and digital marketing. My colleague Jenny manages the B2C marketing and there are 4 marketing assistants that do a great job making things happen."

"Maria Smith is the Head of Marketing & Advertising; Maria has been with the company since it was founded and now leads the strategy and supports us in its delivery."

"We are currently working on the marketing and advertising of an exciting new product range that launches next month. The new range is higher quality, easier to use and looks really cool, I look forward to letting you know more about it at the launch."



Introducing Your Company

The initial stage is typically to verify the nature of your business. If the sector is obvious, providing more specific information can be beneficial. For example,

"We are a distributor of electric batteries that serves customers throughout Europe."

"We are a high-end textile manufacturer that provides retailers in North America."

"We have been conducting business throughout Europe for the past 15 years in the logistics sector."

If it is appropriate, you may begin to disclose aspects of the business that may reflect favorably on the organization, such as:

"We are a boutique consultancy company that collaborates with long-term customers to develop market-leading products as an integral component of their operations."

"We are the largest exporter of premium-grade steel products in India."

If you have a critical message that you wish to convey at the outset, you may formulate it, for instance:

"Our business was established as a startup; however, we are currently expanding due to the great success of our domestic product launches." We are currently in the process of engaging with potential partners to discuss the possibility of representing us in Germany, as we are currently receiving a significant amount of interest from German potential customers.

Many businesses are driven by a purpose that is the focal point of their operations, whether it be the resolution of an issue or the generation of value. Additionally, customers are inclined to interact with this purpose. Simon Sinek discusses the importance of consumers' motivations for their actions, rather than the actions themselves.

"Our company was established with the objective of developing equipment that would assist in the purification of water in developing countries. Our primary objective was to develop a cost-effective solution that would benefit millions of individuals, which motivates us to work diligently each day."



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What information do you wish to convey to the public regarding your organization? For what reason?

What information do you believe they are already aware of regarding your organization? Is it accurate and current?

About your organization, what is particularly intriguing? For what reason?

What do you wish the individual you are meeting to recall from the discussions you have with them regarding your organization?

How will you identify beneficial synergies between your organization and theirs?

What is the reason for them to invest time in becoming acquainted with your organization?

Elevator Pitch

Basics - Top Line summary

Substance - Our performance

Future - Where we are going



What, when, who and where

How and why

Challenges and initiatives

Fundamentals - determine whether you are introducing yourself, your team, or your company. Who you are, where you are based/working, when you began, and where you are currently employed, as well as the specific tasks you perform.

Substance - the unique value proposition that distinguishes you from your competitors and explains why consumers should choose to collaborate with you.

Customer Value Proposition (CVP): The unique features and advantages of your business that differentiate you from your competitors and provide value to your customers.



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Why/unique selling points: the unique capabilities of your business or the extent to which you surpass your competitors, and the reasons why individuals should desire to engage with you.

The Future

Challenges: the impediments or hazards that prevent your business from operating efficiently and providing value to its consumers.

Initiatives: the projects, trials, and initiatives that you are testing and launching in the next 18 months that will add value to your business, the sector, and society.

The Audience

Think plainly about the individual with whom you are conversing: what is the purpose of their conversation, have you previously interacted, what are their preconceived notions, and how do they prefer to be addressed?

Adapt your responses to the audience's interests and needs. The Future and Substance topics will vary depending on the audience. The content must be relevant to the audience and the information you wish to share about your business.

What are your strengths and the distinct benefits you provide to the customer?

What are the advantages of collaborating with you as opposed to your competitors?

When customers recommend you, what will they say about their experience working with you on a positive note?

Have you employed your introduction to address these inquiries? (It may be your sole opportunity!)



Company Update

What information will you provide to a potential consumer who is interested in collaborating with you and wishes to learn more about your company?

The duration of the update may vary based on the circumstances, such as a phone call, Zoom call, meeting at the customer's office, or at a trade show.

Structure

1. The business's activities over the past two to three years
- 2 Current operations of the business
- 3 Future operations of the business over the next two to three years

Is there any aspect of your business' purpose, vision, mission, values, and strategy that your customer would find interesting?

Is there an anecdote to relate? What historical developments in your business are pertinent to your consumer (be cautious not to solely discuss what interests you)?

What accomplishments has your organization accomplished in the past year that may be pertinent to the client?

What activities will your organization undertake in the future that may be of interest or relevance to your clientele?

What information do you believe the consumer is aware of regarding your business? Is this information accurate and current?

Are there any recent customer success stories you would like to share?

What information are you confident in disclosing to the customer, and what information are you hesitant to disclose?

What emotions will you exhibit when discussing your organization?

What are the three most important points that you would like the purchaser to recall from your update?

Are there any specific terms that you would like the customer to recognize, such as "innovation," "best value for money," or "award-winning customer care"?



Talking about Products & Services

Establish a context, for example;

"We produce, build, distribute, import, export, and design products and services that we supply, sell, and manufacture to..."

Identify your target customer, prepare, and question yourself:

Who is the intended recipient of your product or service?

Who would you like to furnish and who would you prefer not to supply?

Who do we believe will benefit and appreciate your products and services?

Who has previously benefited from your products and services that you should inform potential customers about?

When will consumers purchase and utilize your products or services? What is their typical purchasing schedule?

Where would your customers utilize this product or service?

What is the location of your customers' residence and place of employment?

Where can you obtain additional information regarding these clients?

What information do you possess regarding your consumers and prospective clients?

What are they currently purchasing, using, and desiring?

What data or evidence will assist consumers in making a purchasing decision?

What is the transformation that your products and services will deliver to your customers?

How do customers and potential consumers perceive the problem or value that your products and services are designed to address?

What is the genuine usage of your products and services by customers?

How will you demonstrate the value, benefits, and features?



What is the manner in which contented customers will describe your products or services to their acquaintances?

Why: What is the reason for your customers' need, desire, and purchase of your products or services?

What sets your products and services apart from those of your competitors and outperforms them?

Which iteration of yourself will you embody?

When presenting your products and services, what is your desired stance?

In what way would you like others to characterize you?

What is your preferred approach to the manner in which others present products and services?

Are you attempting to demonstrate your ability to perform, your trustworthiness, or both?

How will you establish a connection with the consumers, demonstrating that you are interested in their well-being and that you comprehend their needs?

What language will you use?

How will you be make sure your language is clear, specific and credible?

Which emotion or feeling words will be effective?

Which power words will you use? Why?

Which adjectives will you use?

How will you connect with the customer's imagination, goals and dreams?

How will you use language to make a great product or service story?



How will the customer feel?

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” - Maya Angelou

How will you structure your presentation?

Key Point – it is not about what your products and services do – it should be about the value they bring or the problems they solve for the customer.

A suggestion for storytelling is that each segment be divided into two-thirds sections (no more).

- 1) The problem that exists or the value desired, ensuring that it is specific, accessible, and relatable to the consumer.**
- 2) The manner in which the consumer interacts, benefits, and experiences the products and services.**
- 3) The anticipated result, which is the difference that the consumer will observe, experience, and discuss after the products and services have been used.**
- 4) The call to action: What is the next step in the discourse, and how can it be furthered (product testing, sampling, trialing, references)?**
- 5) The conclusion, which is a memorable and impactful conclusion that motivates consumers to take action.**

How will you plan this presentation?

How will you prepare? How will you practice?

How will you be persuasive?

What negative reactions or responses must you prepare for?

How can you prevent them happening?

How will you make sure you perform effectively?

What mindset do you need?



Asking Questions, Clarifying, and Summarizing

Inquiries that seek clarification without a specific direction

- "Could you clarify your intention when you made the following statement..."
- "I apologize; I am uncertain that I comprehended your statement."
- "I am uncertain as to the primary concern at hand."
- "Could you repeat that please?"

Inquiries Regarding Clarification

- "I apologize; could you please reiterate your statement?"
- "I regret that, Bob, I was unable to comprehend that."
- "Would you be so kind as to repeat that for us, Jane?"

Open Questions

Effective (as can be answered with a short answer)

"What is the specific reason for this?"

"When exactly will it happen?"

"Where is this?"

More effective

"I would like to understand the key points, what should I focus on understanding?"

"Please take me through when everything will take place?"

"I would like to know a lot more, where will this happen?"

Most effective

"I am interested the milestones, how does this happen, please talk me through this step by step highlighting the main issues?"

"Please explain, when will the key events take place precisely and what are the milestones?"

"It would help me if I could understand the details, where specifically will this happen?"



Examples of Open Questions

- “How has this happened?”
- “How did you close the key account deal?”
- “Why did you do it that way?”
- “Why has he?”
- “Please tell me about this,”

Closed Questions

Closed questions are normally answered with ‘yes’, ‘no’ or short answers, they do not encourage the speaker to share more. They can be very useful, after asking open questions, to create more clarification and as a way of creating agreement, plus they are also good at getting quick answers for example at the start of a group discussion.

- “Have you always done it this way?” - can be answered very briefly.
- “Please could you clarify, how has it been done before?”

Selling Products & Services

The customer is convinced that your company has something to offer and is now interested in learning more about what they can buy.

Pre-Pitching

- What will you and your sales team need to prepare before pitching your product/service?*
- What are the selling features of your product/service?*
- What is unique about your product/service?*
- What problem does your product/service solve or advantage does it bring?*
- What do your competitors offer – how do you show you have something that is better?*
- How do demonstrate value if you are not the cheapest?*
- What do you know about the customer’s business in general – how can you use this to demonstrate the value of your product / service?*



Sales Pitching

What is/are the objective(s) of your sales pitch specifically?

What does the customer care about / want to know?

Is there a key idea behind your pitch?

Is there a story you want to tell?

How will you structure your pitch?

Will you use a PowerPoint / Canva presentation?

What tone will you use pitching – energetic, thoughtful, passionate?

What are your 3 key points?

How long should your pitch be?

How do you make your customers know your pitch is specific to them?

How will you manage questions and objections?

What success stories can you share?

What emotions and feelings can you connect with that buyer might have?

How do you show the benefits of your product/service rather than just tell them?

How do you show your product / service is both what the customer wants and will want?

Dealing with Objections

Common objections;

Lack of budget or concerns on the cost.

How can you explain the value of the benefit the customer will get and risk of not making the purchase?

No knowledge or trust in your business.

Which customer success stories can you share, references can you provide and data can you share that legitimizes your company, products and services?

The benefit of your products and services is not clear.

Have you really understood the potential customer's position, problem, needs and wants?

Have you explained the features and benefits from the customer's point of view?



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The customer says they do not have the authority to place an order themselves.

What information would be helpful and in what format should it be given to get authorization? How can you get a referral to a decision maker and how should you approach that appointment?

The customer does not feel they need to buy now.

This is common, is it a delaying strategy or simply putting you off? What really is going on in the customer's business – have you asked enough questions to effectively understand?

Do they have other more pressing demands on their budget?

What objections can you prepare for?

How can you proactively answer possible concerns?

Is the customer really objecting or simply creating a negotiating position?

Sales Closing

What are all the steps we must take to help make this deal happen?

Are there any obstacles that could prevent this deal from happening?

Based on what we've discussed, do you think our solution is a good fit for your needs?

Why?

When do you want to make a decision and begin implementing a solution?

If I was able to throw in [incentive], would you consider committing today?

When is the best date and time to schedule our next meeting?

Is there any reason that you wouldn't do business with us at this point?

If we could find a way to deal with [objection], would you be ready to make this deal happen next week?

Taking everything into consideration, I think one of these two plans would work best for you. Would you like to go with [X] or [Y]?

You mentioned needing a solution by [X date]. If you signed up by [Y date], I can guarantee we have enough time for training and implementation. How does that sound?

Do you feel ready to move forward? I can send over the contract right now.

What do you think a good next step would be to solving your current problems?

Unless you have any more questions or concerns, I think we're ready to get started.

Based on what you've said, it seems like our product is a good fit for you today. What do you think?