



Sticking to the point

Here's a list of things you'll need to consider when you're planning a short explanation:

1. What are the most **important points** you want to get across?
2. How much detail do you need to include. Is it all **relevant**?
3. How are you going to **start**?
4. How are you going to **make links** between one point and the next?
5. How are you going to **end** your explanation?

Look at some of the planning notes made by the speaker on the factsheet **Presenting information** before she explained how to order online. Here's an example of how to order online:

1. Important points

- Select the bed.
- Click 'Add to basket'.
- Click 'Buy now'.
- Fill in personal details.
- Fill in card details.
- Print confirmation.

2. Relevant detail

| Detail | Relevant | Not relevant |
|---|--|---|
| It's not difficult | This will reassure customers - they won't be put off | |
| There are 200 different models on the website. | | They're ready to order, so they've already chosen the one they want to buy. |
| You can order a number of items at once | | It's obvious when customers start the order process. |
| It takes a few minutes to confirm payment. | You don't want customers to move off the page until payment has been confirmed | |
| The confirmation is useful for tracking delivery. | If customers want to find out what's happened to their delivery, they'll have all the necessary information. | |
| We get hundreds of online orders a week. | | Customers are only interested in their own order. |

3, 4 and 5. Start, link ideas and end

- **Start by** saying, "I'm going to explain how to order online".
- **Link ideas** by using sequence words like **first** and **then**.
- **End** by repeating the main points and then check that everything's clear.

Remember to sound friendly and confident and don't speak too quickly!