

7 With a partner, act out the roles below, based on the dialogue from Task 6. Then switch roles.

USE LANGUAGE SUCH AS:
 Have you completed...
 Why is that?
 There's no guarantee that...

Student A: You are a CEO. Talk to Student B about:
 • financial report
 • explanation of report
 • next quarter

Student B: You are a financial manager. Answer Student A's questions.

- 4** Choose the correct word pairs to fill in the blanks.
- The company's revenue was high, but it owes \$5,300 in liabilities.
 A revenue - liabilities
 B quarter - earnings
 C income - profit and loss
 - The expenditure was greatest in the last quarter.
 A deductions - income
 B incurred - quarter
 C liabilities - asset
 - The statement shows that our profits were higher last year.
 A quarter - deductions
 B incurred - net loss
 C profit and loss - earnings
 - Our total assets increased, not including deductions for raises.
 A financial report - assets
 B income - deductions
 C expenditure - depreciation

Listening

- 6** Listen to a conversation between a CEO and a manager. Mark the following statements as true (T) or false (F).
- The company suffered a net loss in the last quarter. **F**
 - The company earned income from the Hilton project last month. **T**
 - The man expects losses in the next quarter. **F**

6 Listen again and complete the conversation.

Manager: Okay. Well, revenue is here on the left, and expenses is on the right.

CEO: How do our 3 expenses compare to last quarter?
 Manager: Well, they're up from the last quarter, but we actually suffered a net loss over the three months.

CEO: A loss? Why is that?
 Manager: We updated the computer systems. It was pretty expensive.

CEO: Oh yes, of course.
 Manager: But I expect us to make a profit in the next quarter.
 Well, 4 income CO the revenue from the Hilton project.

CEO: And 5 with my luck we'll get that small business grant, too.
 Manager: It could be a very good quarter for us.
 CEO: Could you 6 come up with an estimate for the upcoming quarter? I'd like to show that to the board.

Writing

8 You are a financial manager. Write a brief memo to the CEO explaining why there was a net loss in the last quarter (100-120 words). Talk about:

MEMO

- Lower takings last quarter
- Why expenditure was high in the last quarter
- What you expect will happen in the next quarter



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- Create an effective sales plan to help you set and achieve your sales goals
- **Analyze** your territory and your competitors
- **Capitalize** on opportunities, develop **key contacts** and influence the right buyers
- **Approach** potential customers in a **consultative** manner
- Match your sales approach to the personality of your customers
- Become an **attentive** and active listener
- **Handle resistance** and **deal** with negativity
- **Maintain** your existing accounts
- **Define** and **demonstrate** your strengths and develop new skills

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- 1 What must a salesperson do to ensure a sale?
- 2 What difficulties might a salesperson encounter when dealing with a client?



pitch

Reading

- 2 Listen and read this flyer advertising a set of seminars for salespeople. Then, read the paraphrase of the article. Fill in the blanks with the correct words from the word bank. What will people learn during the seminar? Tell the class.

WORD BANK

seminars customers process business

Lucrative Solutions offers tailor-made courses to salespeople. The aim of the 1 **seminars** is to help salespeople be more professional and bring in more 2 **customers**. The course covers all elements of the sales 3 **process**, such as analyzing territory, handling resistance and approaching 4 **business**.

Vocabulary

- 3 Read the sentence and choose the correct word.

- 1 The sales team delivered a successful (approach) / (pitch).
- 2 Tom's sales approach is not very (effective) / (existing).
- 3 (Capitalize) / (Analyze) on this new contact to sell more products.
- 4 The idea to lower prices met a lot of (influence) / (resistance).
- 5 Salespeople use many skills to (influence) / (demonstrate) people.
- 6 Many salespeople must (generate) (approach) appointments.

7 With a partner, act out the roles below based on the dialogue from Task 6. Then switch roles.

USE LANGUAGE SUCH AS:

- I think it would benefit our team.
- Do you think it's necessary?
- Do we need to bring in new personnel?

Student A: A sales supervisor has concerns about the sales team. Talk to Student B about:

- a sales seminar
- pitching and appointments
- new employees

Student B: Talk to Student A about the sales team and seminar.

Writing

8 You are a sales supervisor. Write an email to the company manager explaining why you believe a sales seminar would benefit your team (100-120 words). Talk about:

- What the course promises to do
- What the current problems in the sales team are
- Why you think the seminar would benefit your team



Choose where the sentence pairs best fit in the blanks.

1. I have some salespeople who haven't generated an appointment in months. Clearly, they need to adjust their pitch somehow.

2. Yes, good point. But isn't that something we can do in-house? We could try. But I think they would benefit from some practice with other professionals.

3. I see. Well, if you think 3 it's worth it go ahead. But this 4 brings up some other concerns.

4. What's that? I need to know if our 5 sales team can manage our existing accounts. Well, some of our key contacts have shown some resistance to our latest sales drives. But we haven't 6 any accounts.

Speaking

1 Listen to a conversation between a company manager and a sales supervisor. Write the following as true (T) or false (F).

- The woman agrees to send the team to the seminar.
- The sales team has lost several important accounts.
- The man wants to hire new salespeople.

Writing

1 Listen again and complete the conversation.

1. We have some salespeople who haven't generated an appointment in months. Clearly, they need to adjust their pitch somehow.

2. Yes, good point. But isn't that something we can do in-house? We could try. But I think they would benefit from some practice with other professionals.

3. I see. Well, if you think 3 it's worth it go ahead. But this 4 brings up some other concerns.

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6 **Guides a check (✓) next to the response that answers the question.**

1 Does she know about the International Organization for Standardization?

- A - No, she has never traveled abroad.
- B - Yes, she studied its guidelines at her previous job.

2 Have the employees followed the safety guidelines?

- A - Yes, their supervisor made sure.
- B - Yes, we'll have them done next week.

3 Have you read about the new industry standards?

- A - Yes, I'm going to call a meeting about them.
- B - Yes, I know the industry hasn't been profitable.

4 What resources does this company use most often?

- A - It processes a lot of lumber every day.
- B - It has produced more products every week.

5 What does the statute say about this material?

- A - It is legal to use in everything except food.
- B - The company hasn't hired a lawyer yet.

Listening

6 Listen to a conversation between an instructor and a new employee. Mark the following statements as true (T) or false (F).

- 1 The new employee has not read the ISO guidelines.
- 2 The woman is responsible for ensuring compliance.
- 3 The certification must be renewed every five years.



6 Listen again and complete the conversation.

Instructor: Just try to find out how the company can use the recycling plastic in their factory. It will be very useful to you.

Employee: Well, thank you. I will try to find out how the company can use the recycling plastic in their factory.

Instructor: Yes, that's very good. I will try to find out how the company can use the recycling plastic in their factory. I will try to find out how the company can use the recycling plastic in their factory.

Employee: But I have to know about it first. I will try to find out how the company can use the recycling plastic in their factory. I will try to find out how the company can use the recycling plastic in their factory.

Instructor: We find that it's very important to know about it first. I will try to find out how the company can use the recycling plastic in their factory. I will try to find out how the company can use the recycling plastic in their factory.

Employee: We find that it's very important to know about it first. I will try to find out how the company can use the recycling plastic in their factory. I will try to find out how the company can use the recycling plastic in their factory.

Speaking

7 With a partner, act out the roles below, based on the dialogue from task 6. Then switch roles.

USE LANGUAGE SUCH AS:
Have you had a chance to read...?
Just try to...
How long does this certification last?

Student A: You are a product safety instructor. Answer student B's questions.

Student B: You are a new employee. Ask student A about statutory requirements.

Writing

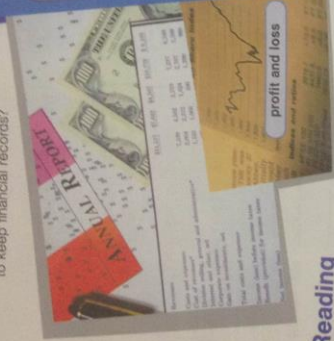
8 You are a product safety instructor at a manufacturing company. Write a summary of what new employees must learn before becoming certified (100-120 words). Talk about:

- What you need to study
- How you will get your certification
- Why you must learn about these things

Get ready!

1 Before you read the passage, talk about these questions.

- 1 What information might be included in a financial report?
- 2 Why is it important for a company to keep financial records?



Reading

2 Listen and read this email from the Director of Finance to a CEO. Then, choose the correct answers. Summarise the email. Tell the class.

- 1 Which of the following statements is NOT true?
A The takings are higher than last year.
B Most of the profit came in the second quarter.
C The company received a grant in the third quarter.
D The company bought delivery vehicles in the first quarter.
- 2 The company's assets decreased in value because
A this year's profits were low.
B the company suffered a net loss.
C the delivery trucks were expensive.
D the computers decreased in value.
- 3 What is the company likely to do next year?
A buy a new computer system
B receive \$3,000 in debts
C receive a grant
D reduce spending

Dear Mr. Ingot,
Please find enclosed the annual financial report. In summary, the profit and loss statement shows that we are up \$7,658.04 on our earnings last year. Our increased earnings were due to the revenue received from the Taylor Johnson project. In fact, you will see on the spreadsheet that this one project alone brought in 20% of our annual income after deductions. Our profit was greatest in the 3rd quarter, when we received payment from Taylor Johnson and also received the grant from the Environmental Awards Group. Profit was lowest in the first quarter, when the company suffered a net loss. However, this was due to the increased expenditure incurred when we bought the new delivery vehicles, and there was no actual fall in earnings. The balance sheet shows that value of our assets is down this year. This is due to the depreciation incurred by our outdated computer system. However, the proposed purchase of a new computer system will result in an increased value in our assets by the end of the next financial year. We also have over \$3,000 in liabilities.

If you have any questions about the report, please get in touch.
Graham Knowles
Director of Finance

grant

Vocabulary

3 Match the words (1-7) with the definitions (A-G).

- | | |
|-------------------|----------------------|
| 1 D expenditure | 5 A grant |
| 2 C balance sheet | 6 B net loss |
| 3 E assets | 7 G financial report |
| 4 F depreciation | |
- A money given to help a specific project
B a situation where you spend more than you receive
C a document giving information about finances
D the money you spend
E things you own which have value
F the loss in something's value over time
G a document containing statements relating to money