



BEC VANTAGE SPEAKING

猫饼老师



Review



Part 2: Mini-presentations

- 1 from 3
- 1 m P
- 1 m P
- 1 Q
- 1 A
- 6/8
- sustain a long run
- manage discourse
- express opinions
- explain and give reasons
- Grammar and Vocabulary
- Discourse Management
- Pronunciation
- Interactive Communication
- The Global Achievement Scale

Part 2

A: What is important when...?

Planning a working day

- Making a list of tasks
- Deciding when to answer emails
-
-

B: What is important when...?

Choosing an agency to recruit staff

- Reputation of agency
- The agency's charges
-
-

C: What is important when...?

Replacing a computer system

- Potential benefits
- Quality of technical consultants
-
-

WHAT IS IMPORTANT WHEN...?

Planning a working day

- Making a list of tasks
- Deciding when to answer emails

Notes Time Management

- Making a list of tasks
- To-do list
- Deciding when to answer emails
- emails
- organize things at work
- esp: → holidays
- ~~spare a certain period of time~~
 - colleagues colle
 - supervisors super
 - business partners bz pa

When we are ready to plan a working day, there are several points that we should keep in mind to make sure everything goes well. ① The first thing to remember is to make a list of tasks. Making a to-do list can help people organize things at work. This is **especially** important when we plan a working day following the holiday, when important tasks can be easily forgotten. ② Emails can be **also** very critical when we are doing business. We should spare a certain period of time at work to deal with emails from our colleagues, supervisors and also from business partners. ③ The last thing to bear in mind is to prioritize things at work. Urgent things should always come first. To prioritize tasks well is the key to efficiency. These points should be carefully considered when we make working day plans in order to have a productive day at work.

WHAT IS IMPORTANT WHEN...?

Choosing an agency to recruit staff

- Reputation of agency
- The agency's charges

When I choose an agency to recruit staff, some things should be of great importance. The first thing is the reputation of the agency. Recruiting staff can be a complex business so finding an agency with a good reputation in this business is critical. This can be done through gathering information from other companies or looking for help from an independent consultant. Another thing to bear in mind is the charges of the agency. In many cases, the human resource department is seen as a cost center in the company and the budget will be controlled. Thus, to consider the cost of the agency and to find the best agency within the certain budget is highly appreciated by the company. Finding the balance of the reputation and the charges of the agency can be hard, but it is indeed important.

WHAT IS IMPORTANT WHEN...?

Replacing a computer system

- Potential benefits
- Quality of technical consultants

When I am ready to replace a computer system, I believe it is important to consider the following issues. The first one is the potential benefits. Replacing a computer system means a lot of workload. Thus the new computer system must bring some benefits, such as better technical performance and lower costs. Another thing worth serious consideration is the quality of technical consultants. Computer systems require well-equipped technical consultants. This is especially important for small companies who do not have much access to technical support. In this case, technical consultancy can be of high significance. Replacing a computer system is no easy task and these things are what I need to consider.

Part 3



Part 3 Collaborative task and Follow-up Questions 5/7

Sales Catalogue

Your department is producing a sales catalogue to promote a new range of high quality watches and jewellery.

You have been asked for your suggestions about the catalogue.

Discuss the situation together and decide:

- what information to include in the catalogue
- how to make the catalogue attractive to customers.

情景

情景参与者

任务

要解决的问题



共同阅读

30s

3 min

have more questions related to topic

Sales Catalogue: Marketing

Sales Catalogue

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Discuss the situation together and decide:

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what information to include in the catalogue.

images of the products (appealing and professional images/pictures: An appealing image will encourage customers to read the description and, hopefully, make a purchase.)

a list of products and product features (assign item numbers and prices, including original and discount prices; benefits: Though you may want to tell readers every little thing there is to know about each product, you should only give them the information that will help them make a decision.)

a list of other content that needs to be written (such as information about the company, star customers' choices, and any other information that will help your customers **make the right decision**)

contact information (telephone, contactors, trader service, websites: how to get more information and how to make a purchase if the customers are interested.)

how to make the catalogue attractive to customers.



how to make the catalogue attractive to customers.

- **Keep it concise and short.** The catalog needs to be long enough to give the customers all the information they need, but short enough to keep their interest and to not bog them down in extra details.
- **Organize your content.** You'll need to plan which content will appear on each page. Be sure to place similar products together.
- **Design/Plan different sections.** To organize your content effectively, you'll need to not only have **product sections**, but an **introductory section** at the front of the book, an **educational section** if you want to include articles, as well as a section for **return and warranty information**.
- **Create an impressive cover.** The cover will be the first thing your potential customers see and it will make or break the success of your catalog.
- **Use professional pictures.**

Follow-up questions

- Would you consider buying products direct from a sales catalogue?
- Should companies ever ask customers to pay for sales catalogues?
- What effect do you think the internet has on product information?

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打开话题

To begin with, how would you like...?

First, what do you think would be...?

First, let's have a look at...

邀请的态度

我想听听你怎么说

同意

Right! That's exactly what I want to say.

That's just how I see it.

I'm of exactly the same idea.

I totally agree that.

That's just what I was thinking.

I go along with you about that.

That's true.

That's a good point.

That's make sense.

That's the point!

You're absolutely correct.

That's for sure.

SAY STH DIFFERENT

Your point is fair enough, but...

That's not exactly what I had in mind.
what I was getting at.
what I was thinking about.

I hear what you say, but what I mean
is that...

My suggestion is ...

But I am still worried
about ...(the price...) You know
customers are always choosing
low prices.

改变焦点

I think we can discuss... further./ a bit more.
we can talk/discuss/think more about...

XXX might be our focus/concentration.

How about ...? Do you have any idea on this point?

I think we need/should make sure that....
Another thing we can do is to

总结

So to sum up, our company should...

So we've got a lot to do. First... Second...

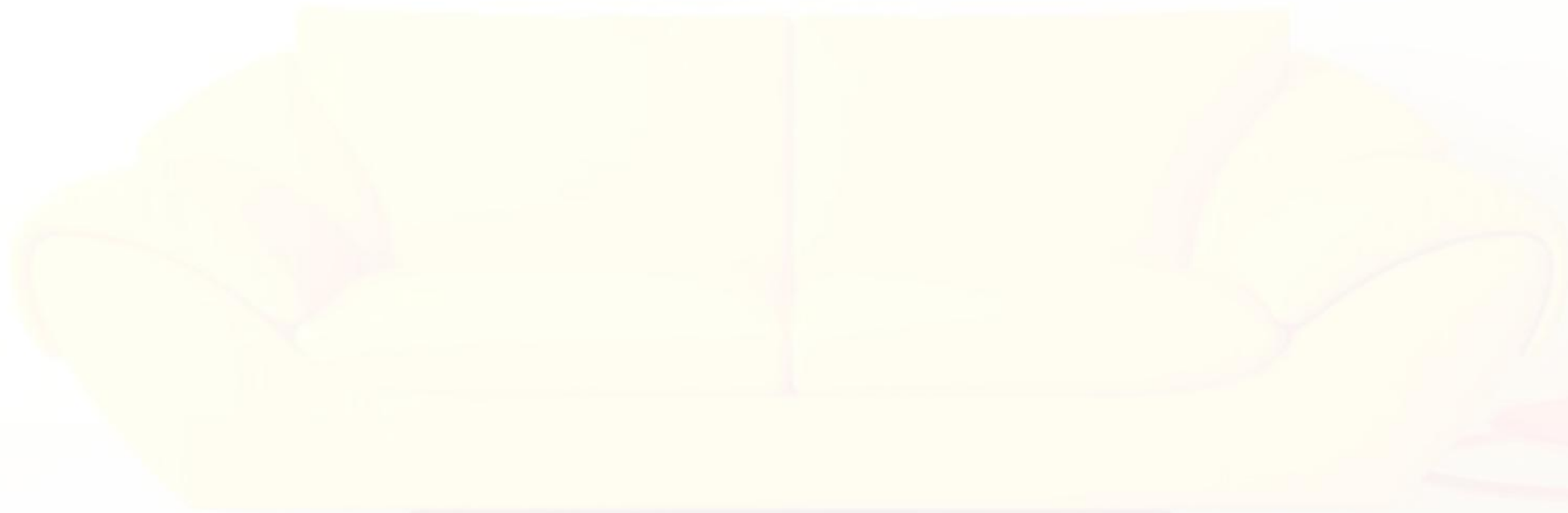


摆事实 讲道理

Many researches show that...

We're aware of the fact that...

As we all know that...



分享人生经验

I have been invovled in...

According to my experience...

I'd like to share some experience with you.



Have a try.

Staff Magazine

Your company is planning an internal magazine to keep staff informed of company developments.

You have been asked to help plan the staff magazine.

Discuss the situation together and decide

- what type of information to include in the magazine
- which type of staff should contribute to the magazine.

brief news

leadership

articles

columns

stories

career fields, listing the pros
and cons of each department

report of each department

new product/service
information

EDITORIAL

Editor In Chief

Executive Editor

Managing Editor

Senior Editor

Managing Editor (Digital)

Weekend Editor

Assistant Editors

Editorial Intern

ART

Design Director

Senior Art Director

PHOTO

Photo Director

Photo Intern

I need different types of editors to keep your magazine running smoothly. Section editors, for example, each manage a different section of the magazine, assigning articles, reading drafts, and editing for content. Copy editors go over articles with a fine-tooth comb to pick out any spelling, grammatical or stylistic errors, and may also conduct fact-checking. Managing editors manage much of the magazine's day-to-day operations, like budgeting, scheduling and maintaining a timely flow of content from one department to the next.

Magazines are a visual product that relies on photos, graphics and attractive layouts that balance advertising and content.

Producing a Sales Catalogue

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Discuss the situation together and decide:

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- how to make the catalogue attractive to customers.

Best companies to Work for

The business magazine you work for is going to publish an article on the best companies to work for.

You have been asked to make suggestions about writing the article.

Discuss the situation together and decide:

- how to choose the companies
- how to get the information from the companies.

how to choose the companies

1. Carefully research the company. How long have they been in business?
2. Find a product or service you're passionate about. If not, find another company.
3. Examine the compensation plan
4. Determine the amount of help you'll get with marketing.
5. Find out what type of and how much training is offered.

1. Carefully research the company.

How long have they been in business? If the company is less than 2 years old, the probability of failure is high. If it's more than 15 years old, you've probably missed most of its growth. Examine the management team to see if it has a solid mix of people who've been involved in managing successful traditional and network marketing companies. Search the internet to see if the company has any lawsuits or outstanding complaints against it. If the company is solid, you can assess the next factor.

2. Find a product or service you're passionate about.

If not, find another company. Also ask yourself, is this a product or service that's in high demand and will be for many years to come? Is this a consumable product or service people must reorder every month? Is the product or service unique in some way? If it's a product, does the company manufacture it? If it's a service, does the company perform the service itself? You want the answer to be yes. Check to make sure the company will be able to handle rapid growth in product orders or service performance.

3. Examine the compensation plan

Is the plan easy to understand and explain? Does it reward new associates who sponsor a couple of people, or do you have to sponsor hundreds to make a decent income? Check if there are purchase requirements so you can weigh that monthly investment into your decision. Ask for average annual incomes at different levels of the company to get a picture of what people are making, then ask how long it takes to reach your desired level. Also find out if commissions are paid monthly, weekly or daily. Weekly is best--it puts less strain on the company and provides quick and consistent pay for you.

4. Determine the amount of help you'll get with marketing.

Does the company offer full-color marketing pieces, DVD presentations and customizable associate websites? Will it train you to market your business? Make sure the company has developed a solid internet-based ordering system so customers can order via the site. Also, the site should allow you to sponsor new associates.

5. Find out what type of and how much training is offered.

Does the company offer a reasonably priced (under \$50) associate training kit? Is there training available online? Are there conventions and conferences held in cities near you?

how to get the information from the companies

There are many ways to get information. The most common methods are: **talking with people, searching information from the internet, and gathering relevant materials from the company itself.**



