



## 沪江英语绿宝书之

### BEC Vantage Speaking(2)

#### (Product, Marketing)

**What is important when developing a new product?**

- Market research
- pricing

**What is important when coping with market competition?**

- Advertising strategies
- Lowering prices

(注意做笔记的方式)

#### Part II 叙述要诀

##### 第一式：先声夺人

**关键词** : crucial; vital; significant

i.e.: ... plays a crucial role in ...

When **applying for a job**,

There are several steps to follow/several factors we should take into account

→The most important factor is ...

... is definitely very crucial when a company is trying to find the right sales manager.

/ ... plays an important role in the process of developing a new product.

**What' s important when attempting to open up new markets?**

Market research

Advertisement

**第二式：环环相扣**

**关键词：**参考连接词表

**段落处理 – 连接词**

表示罗列增加

First, second, third ; First, then / next, after that / next, finally ; For one thing ...for another... ; On one hand...on the other hand ; Besides / what

's more / in addition / furthermore / moreover / another / also ;

Especially / In particular

表示时间顺序

at present, recently ;

in the beginning, to begin with ;

afterwards, after a while, in a few days ;

later, next, finally ;

immediately, soon,

suddenly, all of a sudden,

from then on ; meanwhile ; till, not...until

表示解释说明

in addition, for example, for in-stance, in this case, moreover ;

furthermore;

表示转折关系

but, however, while, though, or, on the contrary, on the other hand ;

whereas

表示并列关系

or, and, also, too, not only ...but also, as well as, both...and, either ...or,

neither ...nor ;

### 表示因果关系

because, because of, since, now that, as, thanks to..., due to..., therefore,  
as a result (of), otherwise, so...that, such...that

### 表示条件关系

as (so) long as, on condition that, if, un-less

### 表示让步关系

though, although, as, even if, even though, whether ...or..., however,  
whoever ; whatever, whichever, wherever, whenever, no matter how (who,  
what, which, where, when, whom)

### 表示比较

be similar to, similarly, the same as, in contrast, compared with (to)... ;just  
as ;

### 表示目的

for this reason,, for this purpose, so that, in order to, so as to

### 表示强调

indeed, in fact, surely, certainly, no doubt, without any doubt, obviously,

above all

表示概括归纳

in a word, in short, in brief, on the whole, generally speaking, in my opinion, as far as I know, As we all know, as has been stated, as I have shown, finally, at last

### **Logical Structure**

开始 : To start with; Generally speaking; First of all; I will begin by

递进 : Then; Secondly; Besides; In addition

转折 : yet; However; whereas

举例/进一步说明 : that is to say; in other words; for instance

回到原来 topic : any way

总结 : so; in short; To conclude

### **重点句型 :**

Of course, ... is also very important.

In addition, we should also consider ...

We can't over look the importance of ...

In my opinion there is one more key factor that we need to think about: ....

Last but not least...

### 第三式：首尾相应

These are the three factors that I find essential when attempting to open a new market.

In a word, you must consider all these factors if you want to launch your new product successfully.

That's all I want to talk about. Thank you.

Use your tone!

### 迅速形成观点和结构

How do you define a good quality of life?

What do you think are important for a good film?

What is your standard of a good company to work for?

What is your standard of success?

Analytical mind: **"Definition"**

→从单个概念想到组成成分

### The optimistic and pessimistic

#### 事情的两面

Sport

To go out for a dinner with friends

To work as an executive

To study while working full-time

Analytical mind: **Comparison**

→从单个事物看到利弊

### 学会强调

What I really believe is ...

What I strongly recommend is ...

This is the best. (you are the best.)

This is definitely a wise move.

This is definitely the right way to go.

As long as we tackle this problem, the sales will definitely increase.

### Part II, III 题型

#### HR

Staff turnover

Staff Suggestion Scheme

Staff Relocation

Health and Fitness Facilities

Training courses    Marketing

#### Marketing

Market Research

Product Recall

Sales Conference

Project abroad

Expand Customer Base

Entertaining Foreign Customers

## **Company Positions**

Top Managements

Middle managements

Managerial staff

Non-managerial staff

## **HR Department(Personnel)**

To recruit, train and develop employees.

→Do you think it is easy for young people to find a job nowadays?

Why/not?

## **Recruitment Procedure**

On-line appl./ Curriculum Vitae

Numerical test + logical thinking

English test

1st interview

2nd interview

## **Recruitment Procedure: Targets**

Past experiences + accomplishments

Suitability for the job/firm (whether you are fit for it)

Interest in the company and in the industry.



→a 2 way process.

### Brand Manager

Bachelor degree or above, majoring in sales & marketing preferred.  
Minimum 2 years experience in sales or marketing. Strong communication and interpersonal skills. Excellent planning and reporting ability, passionate and considerate, team-work spirit. Excellent English required, both oral and written.

What do they want??

What is important when selecting staff (for promotion)?

Experience

Academic certificates

What is your dream job?

What do you want from your job?

What do you want?

Length of work per day

Place of employment

Amount of responsibility

Amount of vacation time

Type of working conditions

Chances of training

Space for future development

What is important when considering a career change?

- financial rewards
- further study or training
- opportunities for future promotion

What is significant in motivating employees?

- training opportunities
- career development opportunities
- bonus

What are the important steps for a company to recruit a new sales manager?

- Setting criteria
- Holding an interview

## **Part II 无敌笔记**

Opening sentence:\_\_\_\_\_

Main points

Supporting ideas/ex.

* _____	* _____
* _____	* _____
* _____	* _____

注意重点！

Concluding sentence: \_\_\_\_\_

### 找到适合自己框架

when... there are three important factors we should take into account.

In my opinion, the most significant factor is ...+原因和例子；

Secondly, I believe that ... also plays an important role. +原因/例子

Last but not least/in addition, we can't overlook the importance of ... as well. 原因/例子

I think that just covered everything. /conclusion

### Part II 无敌问题 (平面？原因？例子？)

Can you give an example of ...

I agree that ... (his point), do you think ... is also worth considering?

Don't you think ... is important too, when you are ...(the topic)?

Compared with \*\*\*, why do you think \*\*\* is more important?

( 注意回答的结构 )