

## The Office - Driving Sales (C0010)

- A: All right, people. We're holding this meeting today because we've got to do something about our sales, and we need to do it NOW! I want concrete solutions. How do you intend to drive sales... Roger?
- B: Well, in fact, we're the most expensive in the market, so maybe we need to lower our prices to match the competitors?
- A: Lower our prices? Not very creative. It'll never fly with Swan. What kind of thinking is that? Geez. Anybody else have a better plan? Natalie?
- C: Um, perhaps, um, a sales promotion. Maybe a two-for-one offer, or something like that!
- A: What? That's the same thing. Bad idea. Really bad idea. Dammit people come on! Think! The CEO will be here any minute.

D: Do we have any ideas yet?

C: Yes Mr. Swan, we were kind of considering a two-for-one offer to get more competitive.

D: A two-for-one promotion? Hmm. I kind of like the sound of that. It sounds like something we should consider.

A: Yeah, exactly. Just what I was thinking! In fact, that's a brilliant idea! I'm glad we thought of that. Very creative.

## Key Vocabulary

**concrete solutions**      *phrase*      a real or specific solution to a problem

**drive sales**      *Preposition*      increase sales

**in the market**      *phrase*      in the industry

to match the competitors	<i>principle verb, infinitive</i>	be the as good as or better than others companies in the same industry
will never fly	<i>phrase</i>	will not work, will not be approved
promotion	<i>phrase</i>	something done to make people aware of a product
be here any minute	<i>phrase</i>	will arrive very soon
to consider	<i>principle verb, infinitive</i>	thinking about
brilliant	<i>Adjective</i>	excellent

## Supplementary Vocabulary

competitive	<i>Adjective</i>	as good as or better than others of the same type
win sales	<i>phrase</i>	make sales successfully

<b>sales strategy</b>	<i>phrase</i>	plans for a company's sales activities
<b>sales cycle</b>	<i>phrase</i>	the process a customer goes through when deciding to buy a product
<b>to outsell</b>	<i>principle verb, infinitive</i>	to sell more than others
<b>customer loyalty</b>	<i>phrase</i>	when a customer buys the same brand over and over