

20.1

Decide which of the alternatives (A–G) each sentence describes. Write the letter of your answer in the box at the end of the sentence.

1 Goods or services that are of a very high quality, are exclusive and often expensive.	
2 An attempt to try to predict future sales.	
3 Communication with potential clients by phone, to tell them about your services or products.	
4 Sending sales information to potential clients by post.	
5 Asking people what they would like to buy.	
6 The business that tries to persuade people to buy certain services or products.	
7 The activity that publicises and tries to sell a product or service.	

A sales forecast B cold calls C advertising D mailing E promotion F up-market G market research

20.2

Correct the mistakes in these sentences.

1 I want to see through the figures before the board meeting.

.....

2 I think that house prices will get down next year.

.....

3 We need to open into the Australian market if we are to survive.

.....

4 Hopefully with the new advertising company sales will start to put off.

.....

5 We could always take away free gifts to encourage sales.

.....

6 We should try to stay prices down for six months to maintain the current level of sales.

.....

7 I suggest that we set prices up before Christmas.

.....

20.3

Match each heading on the left (1–6) to a phrase on the right (A–F).

1 State objective	A I think we can finish there.
2 Clarify	B So we've decided to ...
3 Deal with interruptions	C Could you ... ?
4 Clarify decision	D We need to discuss ...
5 Give instructions	E If I understand you correctly, you want to ...
6 Close meeting	F Can we/you let ... finish?

Test mark /20