

Vocabulary review

Getting started/Discuss

- What is corporate culture?
- The role and responsibilities of a manager/leader?
- Internal communication
- Chairing meetings/the role of a chairperson
- CRM – definition
- Submitting tenders/Competitive advantage
- Writing a proposal
- Presenting at meetings
- Types of advertising
- Writing a sales report
- The sales pitch



UNIT 13 – Forecasts and results

Getting started

How can each of these help companies to make accurate sales forecasts?

- Computer projections
 - Reports from sales teams
 - Hunch
 - Past experience
 - The success/failure of competitors' products
- something else.....



Forecasting sales

Listening (page 64) – You will hear five people talk about their contributions to their company's sales forecasts and why forecasts turned out to be inaccurate. Complete the first column of the table .

Key vocabulary (define the following words):

Catch on

Up – and – coming

Fall short of

Talk someone into

Pay off

Go about

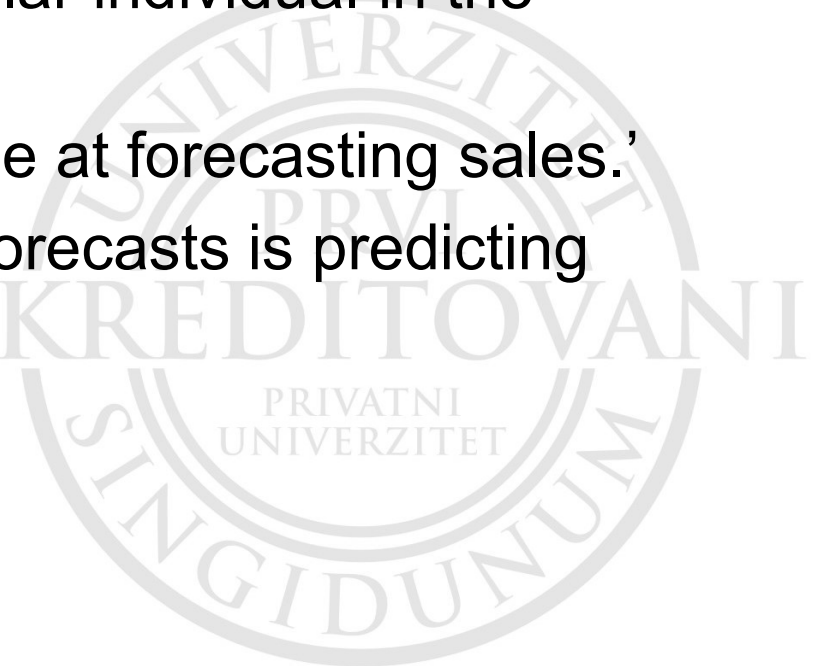
Turn down



Talking point – Forecasting disaster

Discuss whether you agree or disagree with the following statements.

- 1.'Business people find it difficult to make pessimistic forecasts.'
- 2.'Making business forecasts should be a group activity, not the responsibility of a particular individual in the organisation.'
- 3.'Computers are better than people at forecasting sales.'
- 4.'The main problem with making forecasts is predicting what your competitors will do'.



Talking point – Forecasting disaster

Pair work - Your company has sent you to a seminar on predicting trends. You and your colleagues has been asked to discuss how businesses can improve sales forecasts.

Work together and decide:

- What things can make sales forecasts inaccurate
- What problems can arise from inaccurate sales forecasts

*Source Guy Brook-Hart, Business Benchmark, Student's Book
Ian Wood, PASS Cambridge BEC Higher Workbook*