



This week...

Chris is going through some of the sales data with Akio for the past year before he has to present it to the sales team on Friday.

Lesson Objectives...

- Presenting sales data
- Reading charts and graphs

Business English Conversation

Super Class

Warm Up – Topic Question



Do you work with charts and graphs at your job?

Picture Description

What question is the man wearing the dark suit asking?



B

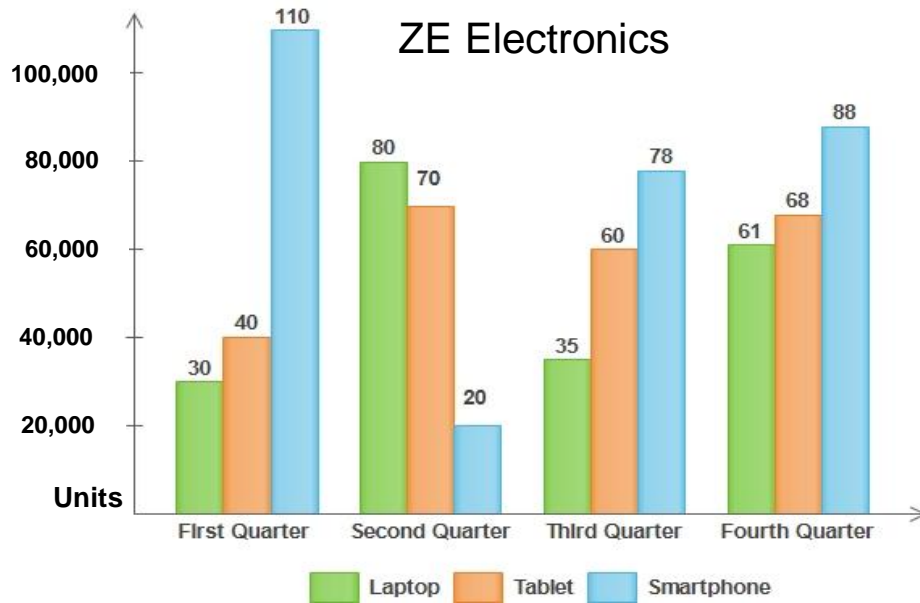


A



Chris	I want to go through some of the sales data with you before I present it to the sales team on Friday.
Akio	Sure, Chris. I am interested to see your charts and graphs.
Chris	As you can see from these figures in the first quarter, sales rose sharply before steadily declining in the second quarter. The rise was due to a promotional sales campaign.
Akio	I notice that sales reduced dramatically in the fourth quarter. What was the reason for that?
Chris	Unfortunately, we had to take a line of our products off the shelves due to a defect. It really hurt the sales figures for the year.
Akio	Has the issue been resolved?
Chris	Yes. We have already fixed the problem and we are confident that sales will start to improve. Our forecast is very positive for next quarter.
Akio	Thanks for showing me the data. Good luck with your presentation on Friday.

Role Play – Statistics and Trends



Student A is presenting the yearly sales data for the company's products to Student's B, C and D. After the presentation, Student's B, C and D will ask one question each.

Questions

- What was the reason for the rise/fall in sales in the ...quarter?
- Why do you think the market for.... got stronger/weaker in the quarter?
- What are your predictions for the future?
- *Other*

Key Phrases

- If you look at this chart you will see....
- As you can see from these figures....
- Sales for (....) rose/fell slightly in the...quarter.
- Sales for (....) decreased in thequarter.
- Sales for (....) improved/were steady from....to....
- Sales increased/decreased from to

Vocab:

drop/fall/rise/improve/peak/steadily/sharply/increase/decrease/recover/decline/plunge



Talk about one of the following topics for one minute:

1. The benefits of using charts and graphs to present data.
2. The different kinds of charts and graphs.
3. Analysing data.

*Other students in the class, ask one question each to the presenter after the speech

- Do you enjoy analysing data?
- Have you ever given a presentation using charts and graphs?
- What is Japan's greatest export?

It was **a tough break** when a defect was discovered in our new product.



a tough break – a trying or troublesome circumstance; bad luck

- It was a **tough break** for us when the manager quit.

easy come, easy go – used to communicate that something gained easily is also lost easily

- I lost all of my money! I guess it's **easy come, easy go**.

go through the roof – reach extreme or unexpected heights

- We're happy the sales of our new product have **gone through the roof**.