

Staying Ahead



This week...

Nicole and Chris are discussing ways how to improve sales and stay ahead of the competition.

Lesson Objectives...

- Staying ahead of the competition
- Sharing opinions

Business English Conversation

Advanced Class



What needs to be done in order to stay ahead of the competition?

Picture Description

What are they having a meeting about?



B



A



Who is that woman standing up?

Nicole	Sales are starting to decline at an alarming rate. We need to figure out how to turn things around.
Chris	I agree completely. We should focus our attention on solving this issue.
Nicole	I believe one of the main reasons is that our competitors are undercutting us.
Chris	Yes. They have released similar products at a lower price. We need to stay ahead of the market and develop innovative new products.
Nicole	That's much easier said than done. Perhaps we should work on restructuring our sales team.
Chris	You might be right. I don't feel as though the current sales manager is putting in as much effort as needed.
Nicole	Neither do I. I have a meeting scheduled with HR about him later on today.
Chris	The sooner we make changes, the faster we will be able to recover.

We should focus our attention on improving the quality of our products.

1. We need to figure out how
2. We should focus our attention on
3. Perhaps we should work on
4. I don't feel as though



Role Play – Staying Ahead

Student A and Student B are going over ways to stay ahead of the competition.



Student A: Tell **Student B** that you have to think of ways to stay ahead of the competition.

Student B: Agree with **Student A** and suggest an **Idea**.

Key Phrases

- We need to figure out how
- I believe one of the main reasons is
- Do you think that is doable for us?
- We should focus our attention on
- I don't feel as though
- Perhaps we should work on
- We need to know our competition.
- *Other*

Ideas

- improve our service
- target new markets
- update our image
- step up our marketing
- restructure the staff
- *other*



1. It is better to focus on existing customers rather than target new markets.
2. Updating a company's image is a good way to recover.
3. It is impossible to stay ahead without restructuring.

- Do you think your company is able to stay ahead of the competition?
- How important is it to keep an eye on the movements and ventures of rival companies?
- When competing with a company that has more resources, what can be done to outdo them?

develop	- We have to develop new products.
doable	- I think that is a method which is quite doable .
innovative	- The products should be innovative .
recover	- We have to ensure that our sales recover .
restructure	- Let's restructure the sales team.
target	- We should target the South American market.
undercutting	- They have been undercutting us severely.
ventures	- We need to keep an eye on their ventures .