

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

Basic Class

Warm Up – Topic Question



What can be done to stay ahead of the competition?

Picture Description

What are they having a meeting about?



B



A

Who is that woman standing up?

*Create a short story using the following format

1. Who
2. Where
3. When
4. What's happening?

*Create simple sentences using the vocabulary

1. figure out
2. similar
3. undercutting
4. competitors

We need to **figure out** what the problem is.



1. **We need to figure out how to** solve this issue.
2. **We should start focusing on** sales.
3. **We should think about** letting people go.
4. **Honestly, I don't think** we are doing enough.

Skit

- Words
- Phrases

Nicole	We need to figure out how to improve our sales figures.
Chris	Yes. We should start focusing on that.
Nicole	Other companies are beginning to introduce similar products at a lower price.
Chris	They are undercutting us. We need to stay ahead of our competitors .
Nicole	That will be difficult. Perhaps we should think about restructuring our sales team.
Chris	Honestly, I don't think the sales manager is doing a good job.
Nicole	Neither do I. I have a meeting scheduled with HR about him later today.
Chris	The sooner we make changes, the better it will be for the company.

1. We need to figure out how to
2. We should start focusing on
3. We should think about
4. Honestly, I don't think

Responses - Prepositions

*please select the most appropriate response for each item below:

1. A: We need to think ways to increase sales.
B: I agree. The sales figures have been poor recently.

at / of / to

2. A: We need stay ahead of our competitors.
B: That will be difficult us.

to / on / for

3. A: I have a meeting scheduled HR about him later today.
B: The sooner, the better.

at / for / with

4. A: The meeting will be 4 pm if you wish to join.
B: Sure, I will be there.

at / with / for

5. A: We need to talk to somebody HR about this.
B: You're right, restructuring is necessary.

for / at / in

6. A: The sales will be back track soon.
B: Yes, I feel more confident now.

in / on / at

Role Play – Staying Ahead

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



Student A: A new competitor has entered the market.

Student B: We have to think of ways to stay ahead of the competition.

Student A: Do you have any ideas?

Student B: We should **Idea**.

* Continue the conversation using the **Key Phrases** from below.

Key Phrases

- Honestly, I don't think
- That will be difficult for us.
- That might be an effective way.
- We should start focusing on
- We need to figure out how to
- Perhaps we should think about
- *Other*

Ideas

- target new markets
- update our image
- restructure the staff
- develop new products
- *other*

- Do you think your company is ahead of the competition?
- How important is it to keep an eye on the competition?
- How can smaller companies compete with larger competition?

- competitors - Our **competitors** are causing us trouble.
- develop - We should **develop** new products.
- figure out - Let's **figure out** how to improve sales.
- restructure - We need to **restructure** our sales department.
- similar - Their product is quite **similar** to ours.
- target - We should **target** a growing market.
- update - We need to **update** our image.
- undercutting - They have been **undercutting** us a lot recently.