

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

Super Class

Warm Up – Topic Question



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

Picture Description

What are they having a meeting about?



A



B



Nicole	Sales have started to dwindle. Surely there is something we can do to turn this around.
Chris	The time has come for us to figure out how to solve this issue. This slump could have devastating effects for our future.
Nicole	I believe one of the main reasons is that our competitors are undercutting us.
Chris	They have been introducing similar products at much lower prices. We need to stay ahead of the market and develop innovative products.
Nicole	That's much easier said than done. Perhaps we should consider restructuring our sales team.
Chris	You may be right. I don't think the sales manager is pulling his weight.
Nicole	Neither do I. His effort seems to be lacking. I will be meeting with HR later on this afternoon to discuss this matter further.
Chris	The sooner we make changes, the faster we will be on the road to recovery.

Role Play – Staying Ahead



Student A and B are going over various ways that they can stay ahead of the competition. They are sharing ideas and determining which ones are feasible.

Key Phrases

- Surely
- The time has come for us to
- I believe one of the main reasons is
- That's much easier said than done.
- Perhaps we should consider
- You may be right.
- Do you think that we will be able to achieve that?
- *Other*

Ideas

- improve our service
- target new markets
- update our image
- step up our marketing
- restructure a department
- *other*



Talk about one of the following topics for one minute:

1. The most effective way to stay ahead of the competition.
2. Expanding into new markets.
3. Improving the products and services of a company.

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

- ❑ What strategies does your company utilize in order 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?

As new competitors enter the market, we need to stay **one step ahead**.



ahead of the curve – ahead of current thinking of trends

- We need to look for ways to stay **ahead of the curve** and show our customers that we're not afraid to release innovative new products.

one step ahead – managing to avoid competition or danger from someone or something

- They're always **one step ahead** of us, I don't know how they do it.

fight fire with fire – to respond with a similar method

- Since they want to undercut us, let's **fight fire with fire** and do the same to them.