Business Speaking, Lesson Plan 2

Part 2

**You will hear part of a meeting with a manager. Listen and then you will have 40 seconds to summarise the key points for a colleague who can’t attend today.**

**You can take notes while you listen. Please speak for all the time you have.**

**Manager**: OK everyone - so, to begin with I’d like to explain something of the background for the decision to hold this sales conference. The reality is that our sales so far this year have been disappointing. We have failed to meet targets for the last 2 quarters and things are not looking good. So, instead of accepting this situation, we have decided to do something about it. The (sales) conference will be a great opportunity to turn this around. It should go without saying that of course we’ll invite all our existing customers but also, we have a focus team devoted to identifying the very best potential new clients who will be given priority status at the conference – we’ll make them feel special, treat them to a nice meal, and see how many we can get on board!

With regards to timing, I know it will be very short notice and that puts you all under pressure but there is an opportunity that’s too good to miss - we are planning to hold the conference at the same time as our previously scheduled new product launch, that way there’ll be lots of goodies to give away – and new products to sell!

Also, while we’re at it, there’ll be an internal focus of the conference – for our sales teams. We are going to revise sales targets for the remainder of the year, and we’ll be announcing a whole new incentives package to motivate our colleagues in that department – Now, I must say that at this stage we are rather short on details so it’s very much a case of watch this space and all will be revealed – yea, as usual, I hear you mutter...