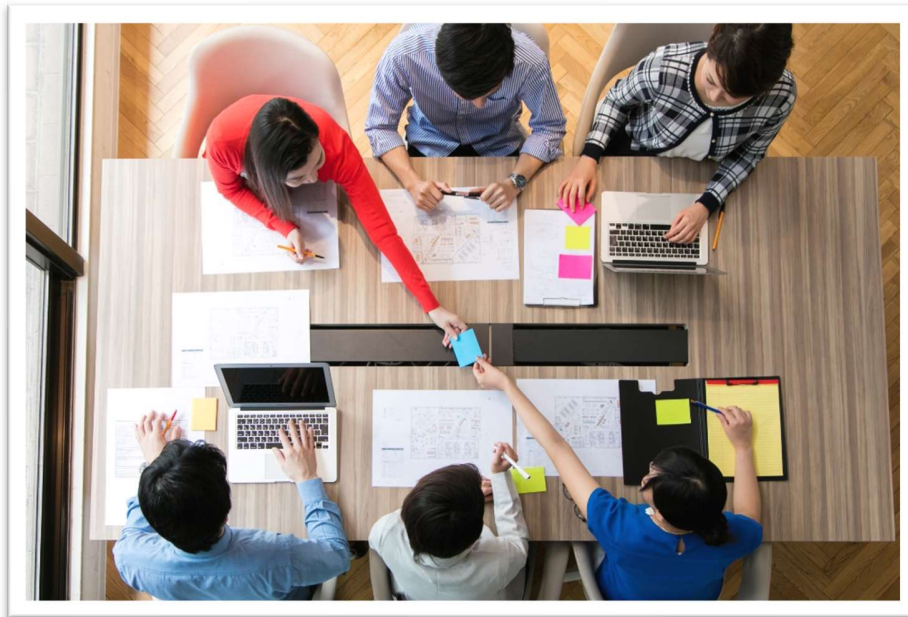


UNIT 25



Conveying Your Ideas 1

I. Express Yourself



II. Vocabulary

Read and familiarize yourself with the following word/s or phrases.

differentiate

stand out

memorable

be reluctant to

spouse

III. Conversation Practice

Practice the conversation with your teacher by doing a role play.

Steve: I have an idea how to increase our share of business with key clients.

Terry: OK. Let's hear it.

Steve: We must differentiate ourselves and stand out from our competitors.

Terry: Agreed. What do you have in mind?

Steve: I suggest we do a series of lectures on specific investment strategies but make them memorable and fun.

Terry: Every firm has investment seminars. What would make ours different?

Steve: Yes, every firm has them but they're usually boring and clients are reluctant to go to them. I suggest we make it an evening event and combine it with entertainment. Most of these seminars are during the day and clients are rushing to get back to their office.

Terry: I understand. We hold a seminar, then follow it by dinner and some entertainment. Is that what you're suggesting?

Steve: Yes, exactly. I also recommend we invite clients with their spouses. This will make them stay longer and not feel like they have to rush home.

 **Comprehension Check**

1. What are Steve and Terry talking about?
2. According to Steve, what would make their seminar different from other firms' seminar?
3. What will make the clients stay longer at the seminar?



Let's hear it.	- I'm all ears. - Go ahead.
Agreed.	- Of course. - That's the idea. - Sure/Certainly.
What do you have in mind?	- What's the idea? - What's your plan?

IV. Exercises

Exercise A

Vocabulary Building

Fill in the blanks with the correct words from the box.

differentiate stands out memorable am reluctant to spouse

1. I can't _____ Filipino people in an Asian crowd.
2. Mr. Bernard's _____ can speak three languages.
3. She was hired because she _____ from the rest of the applicants.
4. My last vacation was very _____.
5. I _____ walk in dark places as they seem dangerous.

 Exercise B**Grammar input**

Using “**suggest**”, “**recommend**” and “**advise**” in a sentence.

Ex. I suggest we **make** it an evening event and combine it with entertainment.

I also recommend we **invite** clients with their spouses.

Pattern: verb of suggestion + that (optional) + subject
+ base verb

Examples:

1. My friend recommended (that) *he* **take** a taxi home from the party.
2. The sales clerk suggested (that) *she* **put** the dress on hold.
3. She is advising (that) *we* **finish** our project today.

Practice: For each number below, make a sentence using the words provided.

Ex. Suggest – drink

The doctor suggested that *he* **drink** a lot of water to stay healthy.

1. Suggest (past tense) – he – go
2. Recommend – she – eat
3. Advise – they – write
4. Propose – the company – sell
5. Suggest – my friend – buy

 Exercise C

Your company is facing the following problems. Suggest some solutions for each problem.

1. The new product you launched was not very appealing to clients.
2. The company has had a hard time earning more since the construction of its new branches.
3. The company is facing a shortage of employees.
4. Many projects are coming in, and there is not enough time to finish all of them.

 **ROLEPLAY**

Choose one social issue in your country, and share your ideas on how to solve it.

