

UNIT 26



## Conveying Your Ideas 2

### I. Express Yourself



### II. Vocabulary

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

goodwill

hold

promote

execute

detailed

### III. Conversation Practice

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

**Terry:** I like it but what about the cost? Won't it be very expensive?

**Steve:** It doesn't have to be. We can have it in the company dining room which will keep the cost down.

**Terry:** Yes, but that wouldn't be a fun environment. If we do this, we should invest in it and hold it at a nice hotel or conference center.

**Steve:** I agree. It'll promote goodwill with our clients.

**Terry:** It all sounds fine but how does this increase our business with clients?

**Steve:** Good question. I think we should offer specific trading strategies, not just a lecture about the overall market. We should then follow up with our clients the next day and ask them to put these strategies into action. If they make money, they'll be more likely to come to future lectures and execute our ideas.

**Terry:** And if they don't make money? Then what?

**Steve:** Then we have a problem but we're the experts. We have to offer advice. That's what we get paid to do.

**Terry:** I agree, let's give it a try. Come back to me next week with a detailed plan for the first lecture.

#### Comprehension Check

1. Where will the seminar be held?
2. What will they do if the plan doesn't work?
3. Are they likely to execute the plan?



Good question.	<ul style="list-style-type: none"> <li>- Let me explain.</li> <li>- I'm getting to that.</li> <li>- I'm glad you asked.</li> </ul>
That's what we get paid to do.	<ul style="list-style-type: none"> <li>- That's our job.</li> <li>- That's what we were hired to do.</li> </ul>
Let's give it a try.	<ul style="list-style-type: none"> <li>- Let's do it.</li> <li>- Let's go for it.</li> <li>- Let's give it a shot.</li> </ul>

#### IV. Exercises

##### Exercise A

#### Vocabulary Building

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

goodwill	hold	promotes	execute	detailed
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1. We can \_\_\_\_\_ the program in our conference room.
2. The manager needs the \_\_\_\_\_ plan of the sales strategy.
3. The organization's \_\_\_\_\_ towards society will help them achieve their target.
4. The advertisement \_\_\_\_\_ the idea of saving Mother Earth.
5. We can't \_\_\_\_\_ the plan unless we have the budget.

 Exercise B

Practice Conversation

Complete the conversation using the expressions learned.

**You:** \_\_\_\_\_ . (Say that you have an idea about increasing sales.)  
**Jerry:** Let's hear it.  
**You:** \_\_\_\_\_ . (Express your idea.)  
**Jerry:** That's great. I also have a suggestion.  
**You:** \_\_\_\_\_ . (Ask him for his idea. Use the expression.)  
**Jerry:** I suggest we organize a big event and promote our products there.  
**You:** \_\_\_\_\_ . (Agree with him)  
**Jerry:** Where should we hold the event?  
**You:** \_\_\_\_\_ . (Respond to the question. Use the expression.)  
**Jerry:** Okay. We should do our best because that's what we get paid to do.  
**You:** \_\_\_\_\_ . (Use the expression. Speak about trying to do something.)  
**Jerry:** Yeah, let's do it.

 Exercise C

Share your idea on how to start a business and how to succeed. Think of a specific business you want to build. Provide details for the following categories:

<b>Product:</b>	
<b>Name of the product / business:</b>	
<b>Capital:</b>	
<b>Materials to use:</b>	
<b>Target place to sell your products:</b>	

 ROLEPLAY

Discuss with your co-worker (teacher) your ideas for how best to gain consumers for your product.

