

Ken: Good afternoon everyone. First of all, I would like to extend a warm welcome to Jim, the new chief of Sales in our branch.

Jim: Thanks for having me. I look forward to work with you.

Ken: So he will talk about the sales strategy for the next quarter.

Jim: Sure. Thank you, Ken. Now I'd like to give you the handouts.

Ken: This is the result of the survey we have done last week, right?

Jim: Yes, and I'd like to get some ideas from everybody.

Is there anything we can all do to improve sales profit?

Kay: I guess we've been spending too much budget on advertising. In my opinion, we can come up with more cost-effective way for promoting our products.

Jim: That's a good point of view. Which media do you think we should use to downside the advertising cost?

Kay: I actually have an idea for a new web commercial instead of a TV commercial. I'm sure this will go viral. Please watch this.

Jim: It might need a little more twist, but surely interesting. perhaps we can start with that angle.

1. Which viral video have you seen recently?

2. What kind of advertisement does your company make?

3. What kind of advertisement do you like?

Vocabulary & Expressions

- May I have a word?
- Excuse me for interrupting, but...
- I personally think...
- From my point of view...
- Do you really think that...
- I get your point.
- I see what you mean.
- Why don't you try...
- I suggest / recommend that...
- That's exactly the way I feel.
- I'd like to support your idea.
- I'm afraid I can't agree with you.
- I hate to say this but...
- I've never thought about it that way before.

