

Business Advanced

Unit 12: Persuasion



Business Advanced

Unit 12: Grammar reference and Homework



Working with Words

1. Replace the phrases in *italics* in this email with a phrase from the list.

- generate a demand
- promote the consumption of
- tailor
- play on
- reinforce an association

Dear Jordan,

Here's an update on the advertising campaign for the new drink. Our discussions have led us to believe we have to create the need **1.** _____ for our product amongst 14-21-year-olds. By showing young people with the product we can strengthen the connection **2.** _____ between them and promote the idea that if you drink our product, you'll be 'in' with the trendy crowd. We know that young people do anything they can to avoid being an outsider, and we can take advantage of **3.** _____ their insecurities and fears about this.

We're really pleased with the work that CH Media has done so far and they're now going to adapt **4.** _____ our usual slogan towards our new target group. It's an exciting project and one that will definitely encourage people to purchase **5.** _____ our beverages.

Let me know if you have any questions.
Bea

2. Complete sentences (1-8) with the correct preposition.

1. Generally speaking, most customers were taken _____ by the idea that owning the product would enhance their social image.
2. I think we need to hold _____ for a significantly better second draft of the advert—we can wait for another two months, so we should push for what we want.
3. The advertising agency has picked _____ on several potential challenges with our proposed branding and slogan.
4. The economy is in trouble, and people are trying to cut their spending, so I think we should tap _____ into this by promoting our affordable 'value' offerings.
5. The first draft of the advert didn't really live _____ up to our standards. So we need to refine and improve it as much as possible.
6. The concept we want to put _____ across is one of 'inclusion.'
7. We want young professionals to buy _____ into the lifestyle that we represent.
8. We're hoping to appeal _____ to the youth demographic.

Answer key

- 1.**
- | | |
|-----------------------------|-------------------------------|
| 1. generate a demand | 4. tailor |
| 2. reinforce an association | 5. promote the consumption of |
| 3. play on | |
- 2.**
- | | |
|---------|-----------|
| 1. by | 5. up |
| 2. out | 6. across |
| 3. on | 7. into |
| 4. into | 8. to |

3. Choose the correct words in *italics* to complete sentences 1-8.

1. Devin is very worried about what her neighbours think of her new car. I think she may have a bit of ***USP / status anxiety***.
2. Frankly, Carter has a lot of ambition, and he's very ***aspirational / materialistic*** - he wants our team to win the sales team of the year award!
Honestly, we all want to work hard for Sazz, she's a good leader and really ***aspirational / motivational***.
3. It's well-known that they expect their employees to reach impossible deadlines, even if it means working throughout the night. I think that's really ***exploitative / materialistic*** and they have to change their policies if they want to improve their reputation.
4. Let's be honest, shall we? today kids just want new gadgets and are never satisfied - we were never so ***materialistic / exploitative*** when we were young. The product is selling extremely well because we created a ***USP / consumer profile*** that no competitor could match.
5. We've studied purchasing trends and have drawn up some very accurate ***consumer profiles / market penetration***.
6. With this new product we're hoping for rapid ***USP / market penetration*** ahead of the competition.

Answer key

1. status anxiety
2. aspirational, motivational
3. exploitative
4. materialistic, USP
5. consumer profiles
6. market penetration

Business Communication

1. Complete the talk with phrases from the list.

- because we
- very much
- is achievable
- second point
- strong position
- become apparent
- comes across
- serious consideration
- first benefit
- having said

'So, we're here today to discuss change. It has **1.** _____ that although you all know change is inevitable, you don't want to face up to it. Also, what **2.** _____ from talking to you is your reluctance to embrace the changes. I'd like to reassure you that this can only be a positive move. Let's look at the advantages; by changing our internal framework, we can enhance our abilities and strengths.

OK, that's the **3.** _____. Now, the **4.** _____ is that if we become more efficient, it'll be easier to meet customer needs. But **5.** _____ that, it's important to remember to stay focused and not overextend ourselves. Our objective here is to gain market presence. I believe a 5% increase by the end of the year **6.** _____. No question. Through hard work and determination, we'll succeed. In fact, we're in an extremely **7.** _____ position. Why? **8.** _____ have both the expertise and the resources. I **9.** _____ hope that you'll support me in this. Please give **10.** _____ to not only the organization's future, but your future. Change does make sense.'

2. Match 1-6 to a-f.

1. We could be missing out on

2. You could argue that we're taking a risk,

3. Not only that, it's

4. I'm calling

5. I know that, like me,

6. We're committed, we're motivated,
- a. you are concerned about the future of the company.

b. on you to support this change.

c. a great opportunity if we don't pursue this.

d. but on balance, it will be worse if we don't act now.

e. also essential that we put the necessary finances in place to fund this.

f. and we believe in what we do.

Answer key

- 1.**
1. become apparent

2. comes across

3. second point

4. first benefit

5. having said

6. is achievable

7. strong position

8. very much

9. because we

- 2.**
1. c

2. d

3. e

4. b

5. a

6. f

Discourse markers

Truthfulness

1. *Honestly* and *frankly* are used to claim that the speaker is telling the truth. Often they introduce criticism or negative remarks. *Quite* adds emphasis to both words.

- **Frankly**, I didn't enjoy the presentation.
- **Quite honestly**, I thought your feedback was a bit harsh.

2. *To tell you the truth* and *to be honest* have a similar function.

- **To tell you the truth**, I didn't like the new strategy.
- **To be honest**, the discussion was a waste of time.

Strengthening arguments

All of the following discourse markers stress the importance of the point that follows.

1. We can use *in fact*, *as a matter of fact*, and *after all* to suggest that an opinion is not personal but is based on evidence.

- **As a matter of fact**, unemployment rates have dropped this year.

2. We can use *if you ask me* and *I must say* to suggest that it is personal.

- **If you ask me**, the new policy is overly complicated.

3. We can use *clearly*, *of course*, *naturally*, *obviously*, *undoubtedly*, and *after all* to suggest that what will follow is not controversial or will not be questioned.

- **Clearly**, the upcoming months will be crucial for our success.

Concession

We can use *admittedly*, *to be sure*, and *it's true* that to acknowledge that someone has made a good point before disagreeing with them, or to concede a negative point before making a different point. The sentence that follows often begins with *but* or *however*.

- **Admittedly**, the process could have been faster. **However**, we still met the deadline.

Discourse patterns

Some discourse markers draw attention to the discourse itself – the pattern of what is said.

1. We can use the following to rephrase or paraphrase an argument: *as I was saying*, *as it were*, *I mean*, *if you like*, *so to speak*, *that's to say*, *to put it another way*, *well*.

- The new policy could lead to a scheduling issue... **well, I mean**, we'll have to restructure the shifts, really.

2. We can use the following to link to a new topic: *now*, *anyway*, *mind you*, *moving on*, *actually*, *indeed*.

- So, we've reviewed the project for the next quarter. **Anyway**, do you want to discuss the team's performance metrics?

3. We can use the following to return to a previous topic: *anyway*, *as I was saying*.

- The proposal was finalized this morning, and... oh, Emma, congratulations on your promotion! Anyway, as I was saying, the proposal was sent to the client.

4. We can use the following to introduce a conclusion: *so*, *anyway*, *basically*, *in conclusion*, *to sum up*.

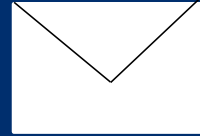
- That's what the customer survey revealed, so **basically**, we need to focus on customer retention strategies moving forward.

Acknowledging non-literal meanings

Some discourse markers show that language is being used in a way that is different from its usual, literal meaning: *so to speak*, *as it were*, *if you will/like*.

- **A:** Sarah's a real go-getter.
- **B:** Yeah, she's the engine driving the entire project, **so to speak**.

1. Choose the correct words in *italics* to complete the email.



Jared,

Time's running out for the in-house magazine! **1.** _____ the editorial team have had enough of waiting for articles and have started writing them themselves. It's **2.** _____ been forgotten that they have real jobs to do too! **3.** _____, could you send whatever you've collected? **4.** _____, anything is better than nothing at all.

5. _____, I don't know why they don't scale it down to publishing it twice a year. We discussed this a few months ago but no one seemed very keen. **6.** _____, when Henri left the meeting he was so upset! **7.** _____, someone said they found the themes he suggested for articles boring!

Have you heard, Armond's abandoning us, **8.** _____. She's taking a year off to travel. She says if she doesn't do it now, she never will. **9.** _____, I don't blame her. Her department's changed so much since the shake-up.

10. _____, she didn't say that was the reason for leaving, but we all think it is. **11.** _____, I'd think of travelling the world if I worked for that boss!

Tina

Answer key

1. Basically
2. obviously
3. Of course
4. After all
5. Quite honestly
6. As a matter of fact
7. Admittedly
8. so to speak
9. As I was saying
10. Of course
11. To tell you the truth

2. Complete (1-10) in the conversation with the correct option (a or b) from the list.

A: Look, Jordi - we're really having difficulties here. **1.** _____, I think we should cancel our booth at the Madrid conference.

B: **2.** _____, that seems like a bit of an extreme solution - I'm really not sure about it.

A: I know what you mean, but **3.** _____, we're just not going to be ready to put together an acceptable stand by May.

B: **4.** _____, I'm still not convinced. **5.** _____, all of our most significant clients will be expecting us to have a major presence there.

A: Yes, but our booth is going to look terrible. **6.** _____, that's not going to give our organization a very good reputation in the market.

7. _____, I think we should consider other ways of promotion and avoid the conference - we could print additional copies of our catalog and marketing posters, for example.

B: OK - those are good ideas, and **8.** _____, that would be the simpler option, but I really think we should do those in addition to having the booth. If we all work really hard, I'm sure we can get it ready in time for Madrid.

A: I really don't think having the booth will be possible. **9.** _____ if we could get more people involved in the preparation it might be possible, I suppose. **10.** _____, we need to resolve this immediately. Could you find out if we would be able to expand the team?

- | | | | |
|---------------------------|--------------------------|--------------------|------------------------|
| 1. a) Of course | b) If you ask me | 6. a) Obviously | b) Anyway |
| 2. a) Quite honestly | b) Mind you | 7. a) Of course | b) Basically |
| 3. a) after all | b) as I was saying | 8. a) admittedly | b) so to speak |
| 4. a) As a matter of fact | b) To tell you the truth | 9. a) Mind you | b) As a matter of fact |
| 5. a) After all | b) So to speak | 10. a) So to speak | b) Anyway |

Answer key

1. b
2. a
3. b
4. a
5. a
6. b
7. b
8. a
9. a
10. b

Key Expressions

Establishing the need for change

- *I know that, like me, you are concerned about ...*
- *What comes across from talking to you is ..*
- *It's become apparent that ...*
- *We could be missing out on a great opportunity if we don't ...*

Building the argument

- *We not only benefit from ... , we also gain ...*
- *Not only that. It's also essential that we ...*
- *OK, that's the first benefit.*
- *Now, the second point ...*
- *In addition to that ...*

Acknowledging different points of view

- *Having said that, it's important to remember ...*
- *I accept that ... but we have to recognize that ...*
- *I put this into perspective ...*
- *You could argue that ... , but on balance ...*

Reinforcing the message

- *So, as I said before, ...*
- *... is achievable. No question.*
- *We're in an extremely strong position. Why? Because ...*
- *We're committed, we're motivated, and we believe in what we do.*

Asking for commitment / concluding

- *I very much hope that ...*
- *Please give serious consideration to ...*
- *We can't afford to miss this opportunity ...*
- *I'm calling on you to ...*