

UNIT 9

Working with words



Choose the correct answer from the words in red.

- 1 We can **get / find / buy** free publicity by using Facebook and encouraging customers to share our posts.
- 2 The best way to **attract / offer / launch** new business is to cut prices!
- 3 We need an advertising **mail / campaign / audience** to promote our new range.
- 4 The best way of advertising is by word of **truth / recommendation / mouth**.
- 5 The company **advertised / boosted / promoted** its sales by putting fresh fruit in its stores.
- 6 The company has **reduced / grown / increased** awareness of its products by advertising on social media.
- 7 One way to increase sales is to **sell / buy / offer** discounts to loyal customers.
- 8 We're **promoting / conducting / offering** a new campaign in the autumn for our new spring range of clothes.
- 9 We need to work out how best to **sell / reach / meet** our target audience.
- 10 They have to **offer / promote / share** their range of services if they want to be successful.

Language at work

It is Min's first day at work. Choose the correct answer. **There may be more than one possible answer**

Min I see you're wearing a tie. Do I **have to / can / need to** wear one?

Dag No, you **are allowed to / can / need to** wear whatever you like. But you **don't have to / can / have to** look smart if you're meeting customers.

Min I guess we **can't / need to / aren't allowed to** smoke in here?

Dag Absolutely not. There's a part of the garden where you **are allowed to / can** smoke. And you **need to / have to / aren't allowed to** to drink tea or coffee in any of the work areas –that's not possible at all.

Min So what time **can / do you have to / need to** start in the morning?

Dag Most people start at 8.30 a.m., but you **don't need to / can** arrive at work any time until 10 a.m. But you **aren't allowed to / don't have to** stay after 6.30 p.m., because they close the building then.

Min And what do I call my line manager?

Dag Don't worry – you **can / aren't allowed to / don't have to** call him Mr Jones. We all call him Frank.

Business communication

Complete the expressions with the correct form of a verb from the list.

be catch come back could cover discuss

get off move on say sum up

- 1 We canto that later.
- 2 Can weto point number 2 on the agenda?
- 3 I'd like to..... what we've agreed.
- 4 I'm so sorry. What was that you?
- 5 We're here today tothe new advertising campaign.
- 6 I'm sorry, but I think we'rethe subject.
- 7 It's six o'clock, and we'veeverything.
- 8 I didn't really understand that.you be more specific?
- 9 Inot with you there.
- 10 Sorry, can you say that again? I didn't that

