

Business Communication. 12

I. Complete the dialogue with the missing phrases

<ul style="list-style-type: none">○ <i>give us the low down</i>○ <i>can you give us the facts and figures</i>○ <i>the bottom line</i>○ <i>roughly</i>	<ul style="list-style-type: none">○ <i>drop</i>○ <i>should we interpret this</i>○ <i>according to my research</i>○ <i>under</i>○ <i>apparently</i>
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- 1) - So, Louise, could you _____ on your research?
- 2) – Yes, I've been looking at how successful our email newsletter has been and the headline figures are very promising. _____, nearly 100% of the people who receive the email open it.
- 3) – That`s good, so we are reaching _____ all our customers.
- 4) – Yes, but it`s not all good news. If we look at the click through rates we see a substantial _____ off.
- 5) - _____ for the drop off rates?
- 6) – Yes, only 46% of those who open the email actually click on the links, and the average time they spend on our site is _____ two minutes.
- 7) – Just under half? How _____?
- 8) - _____, it means that we need to put more information in the email and not rely on customers clicking through to the website. People don`t want to click on the links to get further information.
- 9) – Yes, _____ is we need to make sure more people are getting the information we want them to get from our newsletter.

