

## VOCABULARY

A

Choose the best word (a, b or c) to complete the job advertisements.

**Sales Account Manager**

(Post Ref. 144ML)

**Salary:** £24,000 per year

Edinburgh-based company is seeking a person with sales experience to *increase*<sup>1</sup> sales worldwide and to .....<sup>2</sup> a large department in the clothing industry.

The person will also need to .....<sup>3</sup> communication between our production, sales and marketing departments.

Background in clothing manufacturing essential.

Please contact: Nadia Hassouni  
athassouni@btinternet.com or  
telephone 0131 123 7650.

**Telesales Executive (Post Ref. B98ML)****Salary:** £20,000 per year

Our Telesales Executive will have the .....<sup>4</sup> to make effective phone calls to marketing contacts and to .....<sup>5</sup> business meetings for our clients.

Needs to be able to .....<sup>6</sup> with stress.

Bebop offers excellent training and promotion .....<sup>7</sup>.

Call Glen Williams on 020 4456 1090 or  
e-mail beboprecruit@easynet.co.uk

**Sales Manager (Post Ref. 231ML)****Salary:** £26,000 per year

Conference and Events Company urgently requires a Sales Manager to .....<sup>8</sup> a team of eight telesales executives.

You will .....<sup>9</sup> the team and .....<sup>10</sup> all sales staff and their problems. In addition, you will .....<sup>11</sup> future marketing campaigns and .....<sup>12</sup> a new marketing strategy.

At least three years' management experience necessary.

Contact: Lidia Shiraz, tel: 01260 271288, e-mail: cec@events.co.uk

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|--------------------|---------------|-------------------|
| 1 a) increase      | b) set up     | c) lead           |
| 2 a) manage        | b) train      | c) direct         |
| 3 a) create        | b) plan       | c) improve        |
| 4 a) interest      | b) ability    | c) responsibility |
| 5 a) work          | b) organise   | c) communicate    |
| 6 a) cope          | b) succeed    | c) motivate       |
| 7 a) opportunities | b) facilities | c) qualities      |
| 8 a) boss          | b) lead       | c) drive          |
| 9 a) apply         | b) practise   | c) train          |
| 10 a) set up       | b) deal with  | c) look for       |
| 11 a) train        | b) control    | c) plan           |
| 12 a) improve      | b) develop    | c) increase       |