


- B**  CD1.19 Listen to the second part, where Susan talks about the reasons for the company's success, and complete these notes with one word in each gap.

First reason for success: the¹

- Health – desire to eat healthy²
- Convenience –³ - poor
- Sustainability – low level of food⁴
- Indulgence – diet Monday to Friday, but have several pieces of cake on Friday night

Second reason for success: the way they⁵ the business

- High-.....⁶ business
- Produce hundreds of⁷ of units
- Need to be very⁸ in the way they produce them
- Invested heavily in⁹ and processes

- B**  CD1.21 Listen to the final part and complete this extract.

I've learned a lot of lessons from the companies I've worked for. I think the key thing is that you have to make sure your¹ in the organisation are engaged with the organisation and have a clear² of what that organisation is trying to³.

If you can get that clarity of⁴ and⁵ from the people within the organisation, then that will help move the business forward in itself.

- A** Complete these sentences with either the present simple or the present continuous form of the verbs in brackets.

- 1 We normally hold (hold) our sales conference in Mumbai, but this year we (hold) it in Delhi.
- 2 Although we (use) our own sales representative at the moment, we generally (use) agents in China.
- 3 Tatsuo (work) for a financial magazine. At the moment, he (write) an article on insider trading.
- 4 Usually our Sales Director (deal) with important customers, but I (deal) with all enquiries while she is on holiday.
- 5 I (come) from Poland, but at the moment I (live) in Germany.
- 6 John Lewis (want) to continue with expansion this year.

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Complete the job advertisement below with either the present simple or the present continuous form of the verbs in the box.

be consider employ have grow look need offer offer prepare

Sales Manager

■ We *are*¹ one of the largest mobile-phone retailers in Europe.

■ We ² independent and impartial advice on mobile phones.

■ We ³ more than 800 stores in 10 countries, and we ⁴ fast.

■ We ⁵ over 3,000 workers. Currently, we ⁶ the next stage in our development, and we ⁷ for major growth outside Europe.

■ We ⁸ for people who are reliable, confident and enthusiastic. We ⁹ experienced people who want to work for an expanding company.

■ We ¹⁰ a competitive salary and private health insurance. We are willing to reward staff with attractive performance-based bonuses.

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