



Business Communication unit 6

2 Complete this problem-solving brainstorm with appropriate expressions using the words in brackets.

A So we've got to make significant changes or face receivership.

B ¹ _____ (consider) poaching market share?

C I don't see how that helps. Increasing market share doesn't necessarily help the bottom line.

B So, where does that leave us?

C ² _____ (supposing) ignore market share and our competition ...

B ³ _____ (sorry / saying) that we don't bother selling anything?

C Not exactly. I mean, let's look at ourselves rather than outside.

A Oh I see, ⁴ _____ (thinking) that we should be trying to reduce our costs rather than increase our revenues. Am I right?

C Well, for example, we could look at which of our customers actually make us money.

B Erm ... all of them?

A Well, that's probably not quite true. But ⁵ _____ (bad idea). We could even drop those clients who don't make us enough of a margin!

B ⁶ _____ (concerned) how that would look.

C I think it would be fine. By focusing on those clients who generate the most profits and selling to similar clients, we can increase revenues and profits without expanding the infrastructure or fixed costs. ⁷ _____ (consider).