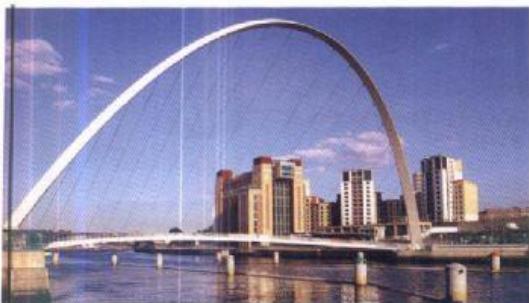


You will hear William Brook-Hart talking about how Gifford Engineering Consultancy wins contracts and sets prices.



Gateshead Millennium Bridge



West Bay Harbour, Dorset

13.2 Listen and, for each question, choose A, B or C.

- 1 How were Gifford given the contract for the Gateshead Millennium Bridge?
 - A They had a well-recognised brand.
 - B They had worked on previous projects for Gateshead.
 - C They competed successfully against other firms.
- 2 In what way has the bridge project benefited Gifford?
 - A They have been able to reduce their promotional budget.
 - B They have improved their reputation worldwide.
 - C They have gained valuable experience in bridge construction.
- 3 How do Gifford find out about large new public projects?
 - A They read about them in a periodical.
 - B They are approached by potential clients.
 - C They have personal contacts inside public organisations.
- 4 How are prices set on a 'top-down' basis?
 - A by charging a fixed designer's fee
 - B by estimating the amount of work involved for the designer
 - C by charging a proportion of the total value of the project
- 5 How are prices set on a 'bottom-up' basis?
 - A by estimating how much the client would be prepared to pay
 - B by adding up the cost of all the work involved
 - C by charging less than your competitors
- 6 How do companies meet the costs of unsuccessful bids?
 - A The costs are paid by income from successful contracts.
 - B The costs are shared with other consultants.
 - C The costs are not recovered.

There are many phrasal verbs connected with business, although they are generally used in more informal contexts.

1 Match these phrasal verbs (1–8) from the two listening exercises in this unit with their definitions (a–h).

1 bid for	a add up to
2 come out with	b approach the problem
3 come to	c calculate
4 go about	d offer to do some work for a particular price
5 go for	e prepare/organise
6 put together	f produce
7 team up with	g try to get
8 work out	h work together with



2 Complete these sentences using the phrasal verbs from Exercise 1 in the correct form. The sentences are all taken from the listening exercises.

- 1 If you ... *go for* ... the lowest price, you may not get the best value for money.
- 2 And Gifford a leading architectural practice, Wilkinson Eyre and Associates, and jointly we a completely new concept for a bridge.
- 3 How do you or Gifford's getting new contracts?
- 4 So you'd all the time on a spreadsheet from the bottom up and see what it
- 5 How many of the contracts that you do you expect to win?
- 6 a proposal or bid must be expensive and time consuming.