

*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.