2.4 COLLABORATION



Listen and put the expressions in the box in the correct place.

see eye to eye	all our eggs in one basket	tackle
no brainer	in the same boat	

Meeting 1

P: So, let's move onto the sales topic. I think we're all ..... here with numbers down across all the regions, I think ten percent on average, so we need to get things moving in a positive direction. Ray, any thoughts on how best to ..... this?

R: I think it has to be about digital marketing. We need to increase spending here. Really, it's a ..... We need to diversify and not have ..... .

F: No, that won't work.

R: But, Frank, the world is going online, even for luxury chocolate. We're still relying too much on glossy magazines and television promotion. I just feel it's really time to invest more in digital.

F: I totally disagree. In our markets, people are not so digital when it comes to luxury chocolates.

R: Yes, but we might be able to ...

F: No, I insist. Online sales are low. People still buy mostly in stores in my markets. They respond well to traditional advertising.

P: Hold on. Let's not dismiss this idea too quickly. Arun, you haven´t commented so far and you have a lot of digital experience. Any reflections on Frank's suggestions?

A: Um, well ...

F: But it doesn't work for Germany in this particular sector and for this type of product. Or for the UK.

P: OK, we're not really ..... this. I think we need to slow down a bit. Let's take a ten-minute coffee break, and then see how we can come up with some solutions. Maria, are you still there?

M: Yes.

P: Take ten. We all need a break.