Read the text below and choose the **best** word for each space. For each question, mark the correct letter **A**, **B**, **C** or **D**.

## Creativity in Sales

I used to work for a large financial services consulting firm, and the goal **(0)** ___for___ our business development people was always to reach the decision-makers at the companies where we wanted to find new clients. **(1)** _____ the right decision-maker at a big company can often be frustrating. There are lots of bureaucracy and gatekeepers trying to keep your sales call from getting **(2)** _____ to the very busy executives that you want to meet. So, what is a creative way around this problem? Go **(3)** _____ to where the decision-makers are in real life.

People from our consulting firm would literally join golf clubs, get **(4)** _____ to social gatherings, attend fundraising galas and other events where their key decision-makers were likely to meet the people they needed to meet. Even with all of our modern technologies for customer relationship **(5)** _____ and online and smartphone communication, there is still a lot to be said for **(6)** _____ relationships face-to-face.

I will cite an example from my own life. My wife and I were recently looking to **(7)** _____ a house, but we live in a fast-growing area where the housing market is tight. It is a seller's market and it is hard to find the right house without getting into a costly bidding **(8)** _____. But I was lucky enough to find a great house – and I did it without **(9)** _____ real estate agents.

I literally went street by street in the areas we were interested in (even though no houses were on the market) and put flyers in people's mailboxes, asking if they would consider selling their house. Eventually, I heard back from a homeowner who was thinking of selling, and that was how I found our new house! Had I not done that, we probably would have got into a bidding war **(10)** _____ might not have got the home that we wanted.



This shows that sometimes you need to be aggressive and use some unconventional tactics to uncover the right opportunities.

| | | | | |
|---|---|---|---|---|
| 0 | (A) for | B in | C at | D to |
| 1 | A Finding | B Combing | C Rummaging | D Investigating |
| 2 | A in | B by | C out | D through |
| 3 | A swiftly | B directly | C instantly | D simultaneously |
| 4 | A invited | B adopted | C accepted | D accustomed |
| 5 | A manage | B manager | C managing | D management |
| 6 | A setting | B making | C powering | D building |
| 7 | A renovate | B decorate | C buy | D let |
| 8 | A auction | B game | C war | D sanction |
| 9 | A logged onto | B relying on | C looking after | D suffering from |
| 10 | A or | B and | C but | D so |

LIVEWORKSHEETS