

PAST SIMPLE - SUMMARY

Summary of last year

We ¹ didn't have (not have) any problems in our retail business and we ² _____ (make) good progress.

We:

- ³ _____ (hit) our sales targets.
- ⁴ _____ (buy) new equipment and made production faster.
- ⁵ _____ (win) new customers in some areas.
- ⁶ _____ (not spend) too much money. We were €150,000 under budget.

What we need to do next.

We:

- ⁷ _____ (not build) any new business relationships in new markets. We need to build more next year, especially in South America. We have plans for the sales team to visit new customers very soon.
- ⁸ _____ (not grow) our sales profit in China. This is a key market for us, and we want to continue to grow here.

Read the notes about a company's performance last year. Write an email about the performance to the new Sales Manager.

SUCCESSSES

spent €16,000 on advertising = won a lot of new business in North America; made progress in areas with lots of competition – Japan, South Korea

CHALLENGES

no growth of export business because sales targets not hit in Europe – customers didn't buy new product immediately

REASONS TO BE POSITIVE

good relationships built with new customers in Europe last year – we can increase sales in first six months this year

AIMS

hire more Sales Reps to sell new products in Europe

Dear Anthony,

Welcome to the team! Here is a summary of last year's sales report.

At the start, ...