

| Customer Services should inform the other departments as soon as someone complains about a product? I mean, where will it all end? We'll become a **bureaucratic** company, like a government department. You know my feelings about **paperwork**, Betty. There's already **too much in the company**, and for that matter, **too many e-mails floating around**, instead of staff having face-to-face contacts.

Mm. OK, Bill, **I get the picture**. You're **not too keen on the recommendations**. Well, we can talk about it at the next board meeting, see if everyone else agrees with you.



1.8 Listen to **Joanna Merkowitz**, a sales representative, talking to Betty Friedman about the consultants' recommendations. **Why is she against giving daily reports?** Why does she **enjoy her job so much?**

1 8 (BF = BETTY FRIEDMAN, JM = JOANNA MERKOWITZ)

BF So, uh, you've seen the **ideas** that the consultants have **come up with**, Joanna. What do you think?

JM Mmm, I don't know. I'm **not too keen on** the idea of sending in daily sales reports.

BF Oh. What's the problem?

JM Well, I think it could be a distraction. It's difficult enough to get orders at the moment, so I want to focus on getting new business, not on sending in reports all the time. Surely, a monthly report is sufficient – or is it simply that Head Office wants to **keep an eye on** us and know what we're up to each day?

BF No, no, I don't think that's the case. They just want to improve communications between **you people on the road** and the admin **staff back at base**.

JM Maybe. You know, I think our CEO has got things right. **Paperwork doesn't generate sales**, we do. He believes **selling is about personal contact and building relationships**, and he doesn't want reports to interfere with that. I totally agree with him. That's why I **enjoy my job so much here**.

Matching Activity: Match the expressions with their meanings

Expressions

1. Come up with
2. Not too keen on
3. Keep an eye on
4. You people on the road
5. Staff back at base
6. Paperwork doesn't generate sales
7. Selling is about personal contact and building relationships

Meanings

- A. To not like something very much or not be enthusiastic about it.
- B. To create or think of an idea, plan, or solution.
- C. The salespeople or employees who travel to meet clients.
- D. The office employees who stay in the main workplace.
- E. To watch or monitor something to make sure everything is okay.
- F. The idea that administrative work does not bring in revenue, but sales activities do.
- G. The belief that good sales depend on personal connections rather than just reports or emails.