

BE5/BE Admin 1 – INTRODUCTION – USE OF TENSES

Dieter Schmit is Caferoma's Head of Sales. He's introducing himself and the company to the new sales recruits. Complete his speech with the **past simple** or **present perfect** forms of the verbs in brackets.

Good morning and congratulations for becoming a member of Caferoma's successful team. I'm Dieter Schmit, Head of Sales. First, I'll introduce myself and then I'll tell you a little bit about your new company.

I _____ (leave) the university 20 years ago, and then I _____ (go) to the United States. I _____ (join) Caferoma 15 years ago and _____ (work) in the Sales Department for 10 years. I _____ (become) Head of Sales last July and I _____ (not have) a holiday since then.

Caferoma _____ (be) the market leader for many years now. A year ago, we _____ (reorganize) our Sales Department and, since November, our turnover _____ (increase) by 12% and our share price _____ (rise) sharply because of our excellent results. In the last three months we _____ (cut) costs by almost 5%.

Bringing us up to date, last week Caferoma _____ (launch) an advertising campaign for a low-priced decaffeinated product. It will be your first job to sell this product.

