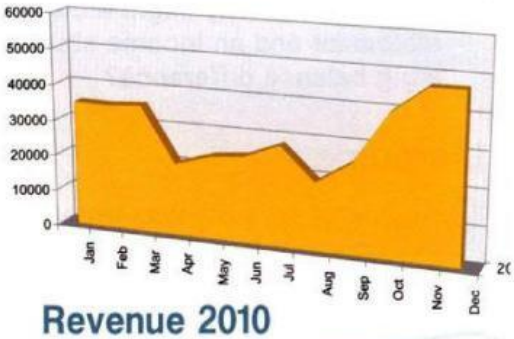
10 Describing change

2010 Annual Sales Report

Between January and March, revenue **hovered** around $35,000. In April, the cost of goods went up **slightly**. As a result, we increased prices. This had a negative effect on sales. In fact, revenue **plummeted sharply** to $20,000.

From April to June, revenue **stabilized** and **steadily** increased. In July, sales dropped **dramatically** from $28,000 to just $19,000. This was the result of a new competitor opening up across town.

We **recovered** quickly in September just before the busy season. This was partly due to a sharp **decline** in cost of goods. It allowed us to lower our prices. From October through December, we experienced our usual seasonal increases.



Revenue 2010

rise, increase, go up

fall, decrease, go down

stable, unchanged

fluctuating, unstable

sharp/dramatic increase, skyrocket

sharp/dramatic decrease, plummet

Get Ready!

1 Before you read the passage, talk about these questions.

1 What words describe changing amounts?

2 What are some of the ways to say something increased or decreased?

Reading

2 Read the graph and the company's annual report. Then, mark the following statements as true (T) or false (F).

1 __ Revenue usually increases during a certain season.

2 __ Revenue dropped after a new store opened.

3 __ The company's revenue declined from April to June.

Vocabulary

3 Match the words (1-5) with the definitions (A-E).

1 __ steadily
2 __ stabilize
3 __ plummet
4 __ slightly
5 __ dramatically

A to stop changing
B to drop very far quickly
C without much change; consistently
D with great, rapid change
E to change in a small way

4 Fill in the blanks with the correct words from the word bank.

WORD BANK

hovered recovered declined sharply

1 The company _____ from its losses.

2 Sales _____ and the company went out of business.

3 Net income had minimal movement; it _____ at a moderate level.

4 Due to a large increase in costs, profits fell _____.

LIVEWORKSHEETS

5 **Listen and read the annual report again. What enabled the company to drop their prices?**

Listening

6 **Listen to a conversation between a manager and an accountant. choose the correct answers.**

1 What is the dialogue mostly about?

- **A** the effects of competition on setting prices
- **B** reasons why the company must decrease prices
- **C** the results of the holiday season price increases
- **D** the causes of changes in sales revenue throughout the year

2 What caused an additional increase in sales revenue?

- **A** a decrease in prices
- **B** an increase in advertising
- **C** an unusually busy holiday season
- **D** a competitor going out of business

7 **Listen again and complete the conversation.**

Accountant: Here's the sales report, Mr. Porter.
Manager: Ah, yes, thank you. Wow. Sales revenue really **1** _____ in April.
Accountant: Yes, it did. I'm **2** _____ _____ why.
Manager: Well, it was **3** _____ a result of our price increases.
Accountant: That **4** _____ _____. But why did sales increase so much from October to December?
Manager: Well, that's the holiday season.
Accountant: Yes, but I've never seen sales go **5** _____ _____. What else caused it?
Manager: It's probably **6** _____ _____ Mike's Toy Shop going out of business. They were major competition.

Speaking

8 **With a partner, act out the roles below based on Task 7. Then switch roles.**

USE LANGUAGE SUCH AS:

Wow. Sales revenue really ...
I'm not sure why.
It's probably due to ...

Student A: You are an accountant. Talk to Student B about:

- rising/falling revenue
- causes

Student B: You are a manager. Answer Student A's questions.

Writing

9 **Use the graph and the conversation from Task 8 to fill out the sales report. Make up a name for the accountant.**

2010 ANNUAL SALES REPORT

Prepared by _____ _____

Between January and March, sales revenue _____
_____
_____

In April, the cost of goods increased _____
As a result, we increased prices _____
sales revenue plummeted _____

In July, sales revenue, although previously stabilized,
_____
This was a result of _____
_____

From October through December, _____
_____
_____

LIVEWORKSHEETS