**Business Communication. 12**

I. Complete the dialogue with the missing phrases

| | |
|---|---|
| ○ *give us the low down*<br>○ *can you give us the facts and figures*<br>○ *the bottom line*<br>○ *roughly* | ○ *drop*<br>○ *should we interpret this*<br>○ *according to my research*<br>○ *under*<br>○ *apparently* |

1) - So, Louise, could you _____ on your research?
2) – Yes, I`ve been looking at how successful our email newsletter has been and the headline figures are very promising. _____, nearly 100% of the people who receive the email open it.
3) – That`s good, so we are reaching _____ all our customers.
4) – Yes, but it`s not all good news. If we look at the click through rates we see a substantial _____ off.
5) - _____ for the drop off rates?
6) – Yes, only 46% of those who open the email actually click on the links, and the average time they spend on our site is _____ two minutes.
7) – Just under half? How _____?
8) - _____, it means that we need to put more information in the email and not rely on customers clicking through to the website. People don`t want to click on the links to get further information.
9) – Yes, _____ is we need to make sure more people are getting the information we want them to get from our newsletter.

LIVEWORKSHEETS