

Progress test 3 (Units 7–9)

LISTENING

Listen to a telephone conversation between Agnes Yim and Adnan Yilmaz. They are discussing Mr Yilmaz's visit to Hong Kong next month. Write the letter of each event next to the correct date on the schedule.

Track 5

- a) Global Trade Show begins
- b) Global Trade Show ends
- c) Mr Yilmaz gives a presentation
- d) Mr Yilmaz listens to presentations
- e) Mr Yilmaz arrives in Hong Kong
- f) Meeting with new sales manager
- g) Mr Yilmaz goes to Shanghai
- h) Half day with regional sales manager
- i) Day open for meetings to be confirmed
- j) Day off

Monday 31st August (1) _____

Tuesday 1st September (2) _____

Wednesday 2nd (3) _____

Thursday 3rd (4) _____

Friday 4th (5) _____

Saturday 5th (6) _____

Sunday 6th (7) _____

Monday 7th (8) _____

Tuesday 8th (9) _____

Wednesday 9th (10) _____

VOCABULARY**A Complete the text with words from the box.**

exchange	interest	labour	market	plan	sales	tax
unemployment						

Private sector sets up new fund for small businesses

HTTC, a Birmingham-based telecommunications group, has set up an investment fund to help finance new businesses in the area. The area has a high (11)_____ rate because of the current economic recession. Recent changes in the pound–euro (12)_____ rate have made it harder for businesses that make goods for export. HTTC hopes that providing loans with a low (13)_____ rate will allow new businesses to grow and to create new jobs for the (14)_____ force in the area. The local government has recently agreed to offer (15)_____ incentives for new businesses as well.

In addition to offering funding, HTTC is also providing training and consulting for people who are considering starting a new business. The company is offering assistance with (16)_____ research, product development, and (17)_____ forecasting as well as developing a business (18)_____ .

B Choose the best word to complete the sentences.

- 19 We've just seen last quarter's sales (forecast / figures) and the news is good. We performed very well in all of our markets.
- 20 We're near the end of the product (lifecycle / range) for the MX-35 so we're going to launch the MX-40 before the end of the year.
- 21 We're planning an advertising (agency / campaign) that will focus on the high quality of the materials we use.
- 22 We've done a lot of research about consumer (profile / behaviour) but you can never completely predict what people will buy.
- 23 We started work on time and if we (keep to / implement) the schedule, we'll launch on time.
- 24 I'm going to work on Saturday and Sunday so I can (meet / write) the deadline next Monday.
- 25 We had to (rearrange / prepare) the meeting because the Japanese team were delayed. Tokyo airport was closed because of a storm.
- 26 We need to (do / collect) more information about our competitors' products before we launch our own.

LANGUAGE

A Put the words in the correct order to make sentences.

27 Bahrain When you do to want visit ?

28 called I soon him as as arrived I .

29 restructuring should How we the announce ?

30 They're to going new open office a .

31 conference the at How people many we are expecting ?

32 our increase to sales We like would .

33 Do go you up expect next demand year to ?

34 improve to hoping their They're performance .

B Complete the sentences with words and phrases from the box.

as soon	before	going to	have	having	until	when	while
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- 35 _____ you book your ticket early, you get a discount.
- 36 Dan is leaving at 4:00. Try to arrive _____ 3:30 so you have a chance to talk with him.
- 37 _____ you finished preparing your presentation?
- 38 We're _____ start our market research next week.
- 39 I waited _____ after he finished his meeting.
- 40 Telephone your office _____ as you can.
- 41 Pietro and Christos are _____ lunch with AEG tomorrow.
- 42 Leanne read the report _____ she was waiting for her flight.

SKILLS**A Complete the dialogue with the phrases (a–f).**

- a) If you'll just let me finish
- b) I should go now. Let's speak again soon
- c) Could you repeat that, please
- d) Sorry, did you say A4503
- e) Could I just say something
- f) Could you give me a few details

Rachel I think you should order the A4503.

Ben (43)_____ ?

Rachel Yes, that's right.

Jaime Sorry to interrupt, but ...

Rachel (44)_____, the A4503 is the most powerful machine in the whole range.

Jaime (45)_____ ?

Rachel I'd like to finish if I may. It comes with an excellent warranty.

Ben (46)_____ ?

Rachel Sure. It's a three-year warranty for both parts and labour and we include service for the first year at no extra cost.

Ben Sorry. (47)_____ ?

Rachel Sure. I said the first year's service is included at no extra cost.

Jaime Sorry, but ...

Rachel Yes, what is it, Jaime?

Jaime It's just that it's time for your talk. You're supposed to start your talk in two minutes.

Rachel (48)_____ .

B Match the sentence beginnings (49–53) with the endings (a–e).

- 49 How do you mean a) helpful.
50 Could I just comment b) on that?
51 What about c) to you.
52 That was very d) the new range?
53 Let me read that back e) exactly?

C Write the numbers in words.

54 890,540,334

55 6/13

56 58%

57 €59,000

58 0.389

READING**A Read the article and decide if the statements are true or false.**

- 59 According to the article, your business idea should be something you care a lot about.
60 The writer says that if your idea is good, people will pay for it.
61 All of the software start-ups that the writer became involved with were a big success.
62 According to the article, the first and most difficult part of starting a new business is finding the right employees.
63 In a small business, a *foil* is a person who can do things that you can't do.
64 According to the article, if the product idea is right, the business will almost certainly succeed.

Turn a good idea into a great business

By Mike Southon

Last week's column was about resolving to make this year the year that you start a new business or become self-employed.

This might be the first step towards a job for someone unemployed, or an interesting addition to current employment. In both cases, the basic process is the same: you need to find something that you are genuinely passionate about, and then see if friends will give you money for your work.

This is the fundamental difference between a good business idea and a bad one. If it's a good idea, people will give you money for your products and services; if it's a bad one, they will not.

I must have had thousands of business ideas pitched at me over the years and this is by far the first and most important measure of success. It may seem too simple, but I learned this lesson the hard way in the 1990s.

In the 1980s, I co-founded, built and sold a successful computer services company, and assumed that all other start-ups I became involved in would go the same way.

It became very challenging to then work with fascinating people who

had written brilliant software that, for various reasons, nobody would pay for. Ultimately, these companies folded.

I now tell people that there is no such thing as a bad business idea – the only issue is whether the person sitting opposite me has the right qualities to make it happen. The first stage is always the difficult task of securing some revenue. Assuming you pass this test, the next issue is about people.

You can simplify business into three basic tasks: sales (generating revenue), delivery (providing a product and service) and finance (making sure you make money in the process).

Finance help is readily available, first from a friend or family member, then later a bookkeeper or accountant.

This still leaves sales and delivery. Sales is a task for friendly, outgoing people while delivery is a job for organised people who pay attention to detail. If your ambition is to grow a business rather than merely be a sole trader, the next and most important step is to find a foil, someone with the opposite set of skills and personal qualities to yourself.

If you are naturally introverted, then it would be someone to generate the revenue for you, while you concentrate

on delivery. If you are more extroverted and find it easy to charm revenue from your friends, then it would be someone to deliver on your promises.

The inability to find a foil is the biggest difficulty in developing a business past the initial revenue stage, and this willingness to start building a team is what, in my experience, separates the successful from the unsuccessful entrepreneur.

Once this key person is in place, the key challenges for the entrepreneur are not to interfere and to make sure that person has an adequate shareholding in the enterprise.

This should be an agenda item on the table from the first day of employment. As soon as your key person has proved a success, which is typically shown by helping secure regular profitability, then a package of shares in the business and profit sharing should be put in place.

This is an important first step in establishing an important principle. Successful entrepreneurship is less about a brilliant business idea, and more about your ability to attract and work with other people.



B Read the article again. Complete this summary of the article with words and phrases from the box.

finance	'foil'	full-time job	new business	sales	someone
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Having your own business can be either a (65) _____, or something you do outside of your regular work. To start a (66) _____, first find an idea you're passionate about. Then raise (67) _____ for the new business. Begin by talking to friends and family members.

When the money is in place, organise the (68) _____, delivery and finance parts of the business. If you want to grow your business, find (69) _____ who can do the things that you cannot do. If this (70) _____ is a success, make sure you reward him or her with a share in the business.

WRITING

You are the CEO of a small software firm and you want to increase your sales. Rob Simms, a friend of yours, has suggested that you contact a one-man advertising agency called Owen Bradley Solutions. Mr Bradley, who specialises in helping small businesses, is a friend of your friend and he is expecting to hear from you so the tone of the message can be friendly. Use the notes to explain your needs. Suggest lunch next week. Write 160–180 words.

- *current work: games, online customer feedback form (hoping this will be very successful)*
- *would like to more than double our sales in next three years – how?*
- *one idea: would like our software available online – not sure how to do that*
- *don't know market – need market research (no idea how to do this)*
- *pricing – currently too high? Need advice!*
- *promotion (need some good ideas)*

Audio script

PROGRESS TEST 3

Track 5

Adnan Adnan Yilmaz speaking.

Agnes Hello, Mr Yilmaz. This is Agnes Yim calling from Hong Kong.

Adnan Oh, hello Agnes.

Agnes I'd like to go over the arrangements for your visit, if you have a few minutes now?

Adnan Sure, no problem.

Agnes OK. Well, the main event that you'd like to attend is the Global Trade Show at the Convention Centre, right?

Adnan Yes, that's right. The show runs from September third through the sixth – that's Thursday through Sunday. I'm giving a presentation on the fourth.

Agnes I thought your presentation was on the fifth?

Adnan No, it's the fourth. I'm going to listen to some other presentations on the fifth.

Agnes OK, fine. And when do you plan to arrive in Hong Kong?

Adnan I'm planning to arrive on August thirty-first. That's ... let's see ... that's a Monday.

Agnes Right, OK. And you wanted me to schedule the meetings that week, right? On the days before the trade show?

Adnan Yes, that's right.

Agnes OK. Well, the new sales manager in the Hong Kong office wants to spend about half a day with you. He's hoping you can talk him through the new product line.

Adnan Absolutely.

Agnes OK. So why don't we make that Wednesday ...

Adnan The second?

Agnes Yes, Wednesday the second of September, in the morning. And we'll arrange lunch.

- Adnan That sounds good.
- Agnes I'll have to get back to you about the other meetings on the first and second.
- Adnan OK. Now, after the show, on the seventh, I'm planning to go up to the Shanghai office.
- Agnes So you arrive there on the seventh?
- Adnan Yes, that's right. They're also arranging some meetings for me.
- Agnes OK. Actually, we thought you were going to Shanghai on the eighth, and we've already set up a half day for you on the seventh with the regional sales manager.
- Adnan Oh, right. OK. Let's see. Well, I'm sure I can change my Shanghai plans. I'll go up there on the eighth. That won't be a problem.
- Agnes Would you like me to get in touch with Shanghai and let them know about the change?
- Adnan Would you? That would be great. And could you let them know I'm going to need a day to recover? I'd like to plan a day off in Shanghai for Wednesday the ninth.
- Agnes OK, no problem. Right. I think that's all we can do right now. I'll put together an e-mail with the schedule we've agreed so far and you can check it. Then after we've made the arrangements for the other meetings, we can put together a final schedule.
- Adnan That sounds good, Agnes. Thanks a lot for sorting all of this out.
- Agnes It's my pleasure, Mr Yilmaz.