

## Using Transitions Effectively

効果的に議事進行をする

### OBJECTIVES

To make a transition to the next topic  
次の議題に移行する

To use rhetorical questions as transitions  
議題の移行に効果的な質問を用いる

To introduce contrasting information  
対照的な情報を示す

### EXERCISE 1 Read the following article aloud. 次の記事を声に出して読みましょう。

Julia I've told you about some of the changes we've made in customer service at Philips Bank. **Now, let's look at the results of a recent survey on consumers' banking preferences.** Here are the overall preferences of 400 people we interviewed. As you can see, 44% liked Philips Bank the best, while 38% preferred Simmons Bank. However, there was significant variation based on age. **How did Philips rank with younger banking customers?** Here are the results for people aged 30 or younger. With this group, Simmons Bank was preferred by 40%, while 36% liked Ramsey Bank the most. **On the other hand, the results were quite different for people who were 50 or older.** In that age group, Philips Bank ranked first at 45%, followed by Fields Bank at 36%. In light of this, we obviously must do more to attract younger customers.

## EXERCISE 2

Fill in the blanks and read the dialogue.  
空欄を埋めて、ダイアログを読みましょう!

Julia I've told you about some of the changes we've made in customer service at Philips Bank. Now, let's look at \_\_\_\_\_ a recent survey on consumers' banking preferences. Here are the \_\_\_\_\_ preferences of 400 people we interviewed. As \_\_\_\_\_, 44% liked Philips Bank the best, while 38% preferred Simmons Bank. However, there was significant variation based on age.

How did Philips rank with younger banking customers? Here are the results for people aged 30 or younger. \_\_\_\_\_, Simmons Bank was preferred by 40%, while 36% liked Ramsey Bank the most.

On the other hand, the results were quite different for people who were 50 or older. In that age group, Philips Bank ranked first at 45%, followed by Fields Bank at 36%. In light of this, we \_\_\_\_\_ must do more to attract \_\_\_\_\_ customers.

## FOLLOW UP QUESTIONS | 関連情報

### Question 1

» Which bank was most liked overall?

### Answer 1

- a. Simmons Bank
- b. Ramsey Bank
- c. Philips Bank
- d. Fields Bank

### Question 2

» According to the speaker, what should Philips Bank do?

### Answer 2

- a. Try to appeal to younger people
- b. Conduct another survey
- c. Offer discounts for older customers
- d. Reduce its service charges

## EXERCISE 3

Practice speaking using the following scenarios.  
それぞれの状況に沿って、スピーキングを練習しましょう!

### Talk 1

You are giving a presentation on improving negotiating skills.  
Introduce yourself and explain the presentation's purpose.  
Then, make a transition to the next part of the presentation,  
which is a list of key factors in negotiations.

### Talk 2

You are presenting the benefits of a new printer to a client (your teacher).  
First, talk about the high quality of the printing.  
Then, use a question as a transition to the next topic, which is the printer's speed.

### Talk 3

You are the manager of a marketing department.  
You are giving a presentation to your team (your teacher) about next year's budget.  
Explain that there will be more money available to spend on the web site,  
but there will be less money to spend on brochures.

## WORDS & PHRASES | 単・熟語表現の紹介

» consumer / コンシューマー、消費者    » preference / 好み、選定    » significant / 大きな、重要な

» on the other hand / 一方で    » ranked / 位置づけられる    » followed by ~ / ~がそれに続く

» in light of ~ / ~をふまえて    » attract / 引き付ける

## HOMEWORK

### Writing 1

You are sending an e-mail with a graph of last year's sales results to your colleague Tim. The graph shows the results for England, Germany, and France. Point out the results for Germany in particular. Use a question to direct his attention to those results, and explain that they are lower than in the other countries.

### Writing 2

Your colleague Amanda has asked you to recommend a restaurant for a business lunch. Send her an e-mail with two suggestions. The first is Alberto's, an Italian restaurant which is reasonably priced but very busy. Contrast that with Zen, a Japanese restaurant which is more expensive but less crowded.