



Talking about changes

変化について話す

OBJECTIVES

To describe a small change
僅かな変化について説明する

To describe a dramatic change
劇的な変化について説明する

To add extra information to previous statements
前に述べたことに情報を補足する

EXERCISE 1

Read the following article aloud.

次の記事を声に出して読みましょう。

Barry The sales figures are in for Schedule Genie, our calendar and personal organizer application. As you can see on this chart, the smartphone app has been a great success — more than sixty thousand downloads since its release three months ago.

Take a look at the effect this has had on the older PC version of the software. It had been selling pretty well before March 1st, when we put out the smartphone app.

A week later, sales of Schedule Genie for PC began to pick up slightly.

By the end of the quarter, the PC version's sales had risen dramatically.

Obviously, a lot of the people

who are buying our smartphone app are purchasing the PC version as well.

Not only that, the success of Schedule Genie for smartphone

has brought more attention to our other software.

The sales of Checkbox, Finance Genie,

and Travel Genie have all jumped since March.

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!

Barry The _____ are in for Schedule Genie, our calendar and personal organizer application. As you can see on this _____, the smartphone app has been a great _____—more than sixty thousand _____ since its release three months ago.

Take a look at the _____ this has had on the _____ PC version of the software. It had been _____ pretty well before March 1st, when we _____ the smartphone app. A week _____, sales of Schedule Genie for PC began to pick up slightly. By the end of the quarter, the PC version's sales had risen dramatically. Obviously, a lot of the people who are _____ our smartphone app are _____ the PC version as well.

Not only that, the success of Schedule Genie for smartphone has _____ more _____ to our other software. The sales of Checkbox, Finance Genie, and Travel Genie have all jumped since March.

FOLLOW UP QUESTIONS | 関連情報

Question 1

» What is the purpose of the presentation?

Answer 1

- a. To present sales results
- b. To propose a new product
- c. To introduce a sales manager
- d. To demonstrate a computer program

Question 2

» What type of company does the speaker work for?

Answer 2

- a. A computer manufacturer
- b. A software company
- c. A retail store
- d. A travel agency

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 work for a tire manufacturer. The company's newest tire model was released six months ago. Sales increased by 2% a month for the first five months, and then last month went up by more than 20%. Describe the sales trend to your manager (your teacher).

Talk 2

You work for an online shopping site. The site received about 10,000 visitors per month for the first three months. In May, a national magazine mentioned the site in an article. Since then, more than 100,000 people visit the site each month. It is now October. Talk to a potential partner (your teacher) about this change.

Talk 3

You work for a DVD rental store. Last month, your favorite director, David Berger, won an Academy Award for his newest movie, Jewel Box. Inform your colleague (your teacher). Since then, you have had to stock extra copies of his older movies, because many more people are renting them. Add this extra information to your colleague.

WORDS & PHRASES | 単・熟語表現の紹介

» figures / 数字 » be in / 情報などが入ってくる » take a look at ~ / ~を見る » pretty / わりと、まあまあ
» quarter / 四半期 » obviously / 明らかに » as well / 同様に » jump / 急増する

HOMework

Writing 1

You work for a coffee shop chain. Your company opened ten new branches in Bangkok at the beginning of the year. Sales were low until May, but have risen by about 5% per month since then. Write an e-mail about the change to Kenji Kobayashi, the director of sales for the Asia-Pacific region.

Writing 2

You work for a publisher. You published a book about time management by George Jackson last April. Until November, it only sold a few hundred copies a month. In the middle of November, George Jackson appeared on a popular TV show, and now his book is a best seller. Sales of his earlier book about business networking have started to go up by about 10% as well. Write a short report about the author's book sales.