

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!

Becky Paul, I _____ you;
it's impossible to pull in the launch date at _____.
We are working flat out as it is, and I'm not 100% sure
we're going to be ready to _____ by September, _____ August 15th.

Sam Hold on, Becky.
Paul may _____ . Let's at least consider his argument.
Can you see why he thinks an earlier launch is better?

Becky Well, Sam, I understand it's better to get the product _____ sooner.
Since our target market is kids in their _____ ,
it will be easier to get their attention in August, before their summer vacation ends.

Sam And that's our most important objective.
We need kids to see the advertising and get to the shops while they _____ .
So, how can we make it happen?

Becky Well, I suppose if we delayed a few other projects, we could _____ .

Sam Great. Then that's what we should do.

FOLLOW UP QUESTIONS | 関連情報

Question 1

» What does Paul want to do?

Answer 1

- a. Launch the product in September
- b. Start selling the product earlier
- c. Target an older market
- d. Increase the advertising budget

Question 2

» What does Becky suggest?

Answer 2

- a. Delaying some projects
- b. Asking Sam for advice
- c. Doing more market research
- d. Holding another meeting

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 chairing a team meeting. Two of your colleagues are having a disagreement. Ralph thinks the sales presentation is ready, but Cindy thinks it needs more work. Suggest to Ralph (your teacher) that Cindy's point is valid. Encourage being open to debate.

Talk 2

You are chairing a negotiation. The union representative, Margaret, believes that wages should be raised because the company made a lot of profit last year. However, the management representative, Keith, believes that sales are going to be lower this year and the company needs to keep costs low to survive. Suggest to Margaret (your teacher) that Keith's point is valid. Encourage being open to debate.

Talk 3

You are leading a project team that is designing a new educational computer game. Two of the team members are having a disagreement. Ewan wants to change the schedule so there's more time for the design stage, even though it will leave less time for the programming stage. He thinks a better design will make the programming stages easier. On the other hand, Ivanna wants more time for the programming stage. Suggest to Ivanna (your teacher) that Ewan's point is valid. Encourage being open to debate. Request ideas for a solution.

WORDS & PHRASES | 単・熟語表現の紹介

- » pull in / 前倒しする » flat out / 全力で » never mind ~ / ~はもつてのほかだ » have a point / 一理ある
» target market / ターゲット市場 » early teens / 10代前半 (13歳~15歳の子供) » free time / フリータイム
» pull off / やり終える、成功させる

HOMework

Writing 1

Two members of your team are having a disagreement. Larry thinks your factory equipment is inefficient and should be replaced. He believes the money saved through increased efficiency will equal the cost of the equipment within two years. However, Gerry doesn't want to replace the equipment because it is only four years old. Write an e-mail to Gerry. Suggest Larry's point is valid.

Writing 2

Your colleagues are having a disagreement. Brian thinks a lot of time is being wasted in unnecessary meetings. June thinks meetings are important to encourage teamwork. Write an e-mail to June. Suggest Brian's point is valid. Request ideas for a solution.