In this unit . . .

Mr Smith cancels his meeting with Edward.

Edward and Jenny change their appointments.

Mr Sakai sees Dealer Dan.

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RESCHEDULING MEETINGS

**Match**

1. This meeting is postponed until Friday.
2. I'm cancelling this meeting!
3. Let's bring this forward to the morning.

J K TOYS – COMPETITORS

**Match**

1. How much do J K Toys know about you?
2. I'm the best thing on the voice-activated toy market.
3. I think Dealer Dan would just like to say bye-bye.

---

**Jenny says . . .**

**Set up**

Could we set up a four-way telephone conference?

**You can say . . .**

Could we set up a meeting on (Tuesday)?
Could we set up a meeting for (next week) at (ten-thirty)?

**Rearrange**

Is there any chance that we could rearrange it for the same time next week?

Can we rearrange the meeting?
Could we possibly rearrange the meeting for . . . ?

**Bring forward**

Is there any way that Mrs Clarke could bring forward her meeting with Don by an hour?

Could we bring the meeting forward by . . . ?
Could we bring it forward to (Tuesday)?

**Edward says . . .**

**Postpone**

Shall we postpone it until later in the week?

Could we postpone the meeting until . . . ?

**Move**

Could we move the meeting from two o'clock on Thursday to sometime on Friday morning?

Could we move the meeting from (Wednesday) to (Monday)?

**Mr Smith says . . .**

Cancel

I'm afraid I'll have to cancel the meeting tomorrow.

You can say . . .

Please cancel our meeting.
I'm very sorry, but we will have to cancel our meeting.
CHANGING PLANS

Match

1. Is there any way that Mrs. Clark could bring forward her meeting with Don by an hour?

2. Whatever you have arranged for me tomorrow, it's cancelled.

3. I'm afraid I'm not postponing our meeting, I'm cancelling it.

4. Could we move the meeting from two o'clock on Thursday to sometime on Friday morning?

5. I have changed my plans. I'll be in London tomorrow.

EDWARD INTERRUPTS DON

Match

Don, Mr. Riley. 1. __________
Something important has come up.

2. __________

3. __________. I'll be through in ten minutes.

Not really

Okay. I'm sorry. 4. __________ if I deal with this

A. Can you spare a minute?
B. Can it wait?
C. Sorry to interrupt.
D. Do you mind . . . ?
DEALER DAN AND BIG BOSS

Match

A made by Bibury Systems
B made by J K Toys
C voice-activated
D launch date: January 20th
E launch date: January 28th
F powered by solar energy
G in Mr Smith's catalogue
H wears a hat
I wears glasses
J is cheaper

MARKETING DEALER DAN

True (T) or False (F)

1 Dealer Dan says he is the best voice-activated toy on the market. ____
2 Dealer Dan is solar-powered. ____
3 Dealer Dan says “Good morning” when he speaks to Edward. ____
4 Derek is the designer of Dealer Dan. ____
5 Big Boss will be cheaper than Dealer Dan. ____
6 Dealer Dan and Big Boss use the same technology. ____
7 Sakai has Dealer Dan in his catalogue. ____
8 JK Toys are launching Dealer Dan. ____

LANGUAGE SUMMARY

Interrupting
Sorry to interrupt.
Do you mind if I butt in?
Do you mind if I . . . ?
Can you spare a minute?
Can I come to the point very quickly?

Polite suggestions
Could we . . . ?
Could we meet next Tuesday?
Could we possibly postpone the meeting?
Is there any way that we could . . . ?
Is there any chance that we could . . . ?
Unit 8

1. You must choose what you use in your own company.
2. You must choose what you have in your own company.
3. 1 - B  2 - D  3 - E  4 - C  5 - A
4. He shows Kate all of them.
5. 1 - A  2 - C  3 - D  4 - B
6. Education: C  Age: B  Income: C  Occupation: C
7. Good: 1  2  3  4  6  Bad: 3  5
8. 1 - C  2 - E  3 - A  4 - G  5 - F  6 - D  7 - B
9. 1 - B  2 - F  3 - E  4 - C  5 - D  6 - A

Unit 9

1. 1 - C  2 - B  3 - D  4 - A
2. 1 - C,E  2 - A,F  3 - B,D 
   Operation: A,B,D,F 
   Market Research: C,E
3. 1 - A  2 - B  3 - C
4. 1 - D  2 - A  3 - C  4 - F  5 - E  6 - B
5. 1 - B  2 - E  3 - A  4 - C  5 - D
6. 1 - B  2 - C  3 - D  4 - E  5 - A

Unit 10

1. 1 - B  2 - A  3 - C
2. 1 - C  2 - A  3 - B
3. 1 - A  2 - C  3 - E  4 - B  5 - D
4. 1 - C  2 - A  3 - B  4 - D
5. Big Boss: A C E F I 
   Dealer Dan: B C D F G H J
6. 1 - T  2 - T  3 - F  4 - F  5 - F  6 - T  7 - F  8 - T
DEREK JONES Ok, now say a sentence with the word "problems" in it.
PHIL WATSON Excuse me, Big Boss, I'm having some problems with the project.
BIG BOSS Problems! I don't want problems. I want solutions.
PHIL WATSON Brilliant! How is it powered?
DEREK JONES Ah! You'll enjoy this: light energy. It won't need new batteries. Both the eyes contain photo-sensitive cells which absorb the solar energy. These cells then power the motors located here under each arm. Now, as everybody knows, when you have this kind of configuration there is a . . .
EDWARD GREEN Sorry, Derek would you mind explaining that in another way?
DEREK JONES Sorry, I'll keep it simple. The important thing is that this is a major breakthrough. All the toys will represent the very latest in technology.
PHIL WATSON I can see that. It's very impressive.
EDWARD GREEN Thanks, Derek.
PHIL WATSON Thanks for the demonstration.
DEREK JONES Any time.
MS WONG Tell me, do these toys work?
CLIVE HARRIS These? Yes.
MS WONG How old are they?
CLIVE HARRIS Some of them are Victorian. No microchips in these. All clockwork, but some of them are quite ingenious. Look at this one for instance. A young violin player.
MS WONG It's very beautiful. How does it work?
CLIVE HARRIS Well, you just wind it up . . . and off he goes . . . My grandmother played with some of these when she was a girl. And my father collected clockwork toys.
MS WONG They are very clever.
CLIVE HARRIS But not very safe . . . Look at the sharp edges on this one. Very dangerous and it's covered with lead paint.
MS WONG Tell me, how does this work?
GERALDINE I've pressed return and nothing happens.
I've tried that.
How can I get out of the programme?
Just a second. Could you speak more slowly, please?
Right. Let me try. F1 and then return. Yes. Then press "escape".
EDWARD GREEN Oh that's it. Thanks.
EDWARD GREEN . . . Let me show you how products are market researched . . .
EDWARD GREEN You see all products go through the same, basic process. They start as an idea. Every month, a management committee looks at all the new ideas and they put development money into some of them. Let me show you an example. Take this product: "Friendly Fish". The idea came from a freelance designer. A Management Committee looked at the designs and they liked them. Follow me. They asked the development team how much it would cost to manufacture the product, and they asked the Marketing Department two questions: 1. Who is the target market for Friendly Fish? 2. How big is that market? We then know if the idea is worth taking on to the next stage which is the feasibility study.
PHIL WATSON So what happened with the Friendly Fish?
EDWARD GREEN We learned at this stage that it was a low cost high volume mass market product. The feasibility study indicated that Friendly Fish would sell all over Europe. We then invested in more market research. We asked a large group of eight year olds from different backgrounds about "Friendly Fish". We asked them questions like:
Which material shall we use? Which colours do you like? etc. A few of the kids wanted it green and blue. 17.5% other children wanted it red. But all of them wanted Friendly Fish. All of them. They loved Friendly Fish.
We checked each key indicator. Every one of them was positive. We made half a million.
PHIL WATSON And what are sales like?
EDWARD GREEN Terrible. Sometimes it happens.
Even with all the market research, you can never be one hundred per cent certain.

PROGRAMME 10
RESCHEDULING PLANS AND ARRANGEMENTS

MR. SMITH Edward, I'm sorry. I'm afraid I'll have to cancel our meeting tomorrow.
EDWARD GREEN That's no problem. Shall we post-
video of the product. Come in.

EDWARD GREEN Dan, Mr. Reiley. Sorry to interrupt. Something important has come up. Can you spare a minute?

DON BRADLEY Can it wait? I’ll be through in ten minutes.

EDWARD GREEN Not really.

DON BRADLEY Okay. I’m sorry. Do you mind if I deal with this?

EDWARD GREEN I think we’ve got a problem. I have just talked to Mr. Smith on the phone. The catalogue deal is off. J.K. Toys are launching Dealer Dan.

DON BRADLEY Who the hell is Dealer Dan?

CLIVE HARRIS Let’s get this straight. You think we’ll meet these targets.

DEREK JONES Yes, I do. But we’ll need to either increase overtime or take on some casual staff...

DON BRADLEY Do you mind if I butt in?

CLIVE HARRIS Not at all. What’s the matter?

DON BRADLEY I think we need to talk. Something very important has come up.

JENNY ROSS Do you know where Don is? I thought he was in a meeting with a client.

GERALDINE He was. But he cut the meeting short. There’s a problem.

JENNY ROSS What?

GERALDINE I don’t know. Something about Dealer Dan.

DEREK JONES Everything in Big Boss is new. The idea is new. The technology is new.

DON BRADLEY Maybe Dealer Dan is a coincidence. Is that possible?

DEREK JONES It’s possible. Of course it’s possible, but it is very unlikely.

CLIVE HARRIS How many people knew about The Boss?

DEREK JONES Well, hundreds of people.

CLIVE HARRIS No, I’m sorry, that’s not what I mean. I’m talking about the technology. How many knew about that?

DEREK JONES Well, only the people in my team.

DON BRADLEY I think we need to find out more about Dealer Dan.

CLIVE HARRIS I’ll make a few calls. Don, you set up a meeting with the marketing team and look at our
options. I’ll get back to you as soon as I hear anything. Derek, I want you to get hold of Dealer Dan.

JENNY ROSS I’m calling about the meeting scheduled for this afternoon. I’m terribly sorry but Don won’t be able to make it. Is there any chance that we could re-arrange it for the same time next week?

EDWARD GREEN Yes, I’m really sorry, but it’s absolutely impossible for me this afternoon. I’ll have to work late tonight. Something has come up.

JENNY ROSS Is there any way that Mrs. Clark could bring forward her meeting with Don by an hour? I’m trying to re-schedule all of Don’s appointments for tomorrow.

EDWARD GREEN Ah, do you have his diary in front of you? Good. Could we move the meeting from two o’clock on Thursday to sometime on Friday morning?

JENNY ROSS Alright, if you can’t make any time in the next week, could we set up a four-way telephone conference?

GERALDINE Clive, it’s Mr. Sakai on the line for you.

CLIVE HARRIS Mr. Sakai?

How are you, Kazo?

MR. SAKAI Well, Clive, thank you.

CLIVE HARRIS It’s nice to hear from you. How are the family?

MR. SAKAI They are fine, Clive. Thank you for asking. Clive, can I come to the point very quickly?

CLIVE HARRIS Please do.

MR. SAKAI I’m very worried. I have just seen a new product which is very like the Big Boss.

CLIVE HARRIS Really?

MR. SAKAI I have changed my plans. I’ll be in London tomorrow. We must meet. My secretary will fix all my travel plans.

CLIVE HARRIS Yes, of course, Kazo. I’ll meet you at the airport. Goodbye.

Sally, whatever you have arranged for me tomorrow, it’s cancelled. I’ll be at the airport all morning with Mr. Sakai. And possibly the afternoon as well.

DEREK JONES How much do J. K. Toys know about you and who told them? And how good is Dealer Dan?

PROGRAMME 11

ANALYZING YOUR COMPETITORS

DEREK JONES The technology is the same as ours. I have never seen two products which are so similar. In concept and design there are no basic differences. None. However: I have examined the components and the XR590...

KATE McKENNA What is the XR590?

DEREK JONES The XR590 is the power source which drives Dealer Dan. I think it has a few weaknesses. It’s not as good. In my opinion it’s not reliable enough for children.

DON BRADLEY Exactly how unreliable is it?

DEREK JONES I can’t say exactly. I haven’t completed the tests yet. It’s too early to say.

KATE McKENNA Will it affect their sales?

DON BRADLEY Derek?

DEREK JONES Not much in the first six months, I suppose.

KATE McKENNA It’s the first six months that are important.

DON BRADLEY Edward, what do you think of their packaging?

EDWARD GREEN Well, plenty of bright colours. It’ll have a lot of impact at point of sale.

GERALDINE I’m afraid they are all meeting at the moment. No, I’m sorry, I don’t know what time it will finish.

I’ll put you through to Mr. Harris’ secretary, and she can make an appointment for you. Please hold the line.

CLIVE HARRIS Nice to see you again, Peter. It’s been a long time.

PETER DAY How are things at Bibury Systems?

CLIVE HARRIS Very interesting at the moment.

PETER DAY I’ve just heard you’re going into partnership with a rather good Japanese company.

CLIVE HARRIS That’s not exactly true... Peter, are you still doing consultancy work?

PETER DAY Yes. I haven’t retired yet!

CLIVE HARRIS Look, can I give you a lift back?

We haven’t had a chance to chat for a long time.

DON BRADLEY What have you found out about their marketing strategy?

KATE McKENNA They have already scheduled a