

ENGLISH LANGUAGE (SYLLABUS B) PAPER 3
Question-Answer Book

INSTRUCTIONS

- Write your Candidate Number, Centre Number and Seat Number in the boxes provided.
- Answer **ALL** questions.
- Write your answers clearly and neatly in the spaces provided in this Question-Answer Book. You should use a pencil for Part A and a pen for completing the tasks in Part B.
- For multiple-choice questions, choose only **ONE** answer for each question. Two or more answers will score **NO MARKS**.
- All listening materials will be played **ONCE** only.
- When the radio broadcast ends, you will be given one hour to complete Part B. You are advised to allocate your time approximately as follows:

Task 1	30 minutes
Task 2	30 minutes
- The Data File will **NOT** be collected at the end of the examination. Do **NOT** write your answers in the Data File.

Supplementary answer sheets will be supplied on request. Write your Candidate Number on each sheet and fasten them with string **INSIDE** this Question-Answer Book.

- The rough-work sheets provided are for you to take notes. They will be collected separately and will not be marked.

Candidate Number									
Centre Number									
Seat Number									

	Marker's Use Only	Examiner's Use Only
	Marker No.	Examiner No.

A1				
A2				
A3				
A4				
Part A Total				

Checker's Use Only	Part A Total		
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B1A				
B1B				
B2A				
B2B				
Part B Total				

Checker's Use Only	Part B Total		
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Checker No.	
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PART A (10% of the subject mark)

Section 1 (6 marks)

In this section, you will hear a question followed by a conversation. Look at the information provided and the four possible answers. Choose the best answer and write the appropriate letter – A, B, C or D – in the box provided.

1. Choosing a place to stay at

- A. five-star hotel
- B. hut with kitchen and bathroom attached
- C. three-star hotel
- D. campsite

1.

2. Choosing a holiday

- A. sailing and climbing
- B. hiking and cycling
- C. hiking and climbing
- D. cycling and sailing

2.

3. Choosing what to take on holiday for the child

- A. Game Boy and storybook
- B. storybook and colouring book
- C. Game Boy and colouring book
- D. Game Boy and jigsaw puzzle

3.

4. Choosing a language to learn while on holiday

- A. French
- B. Japanese
- C. Italian
- D. Spanish

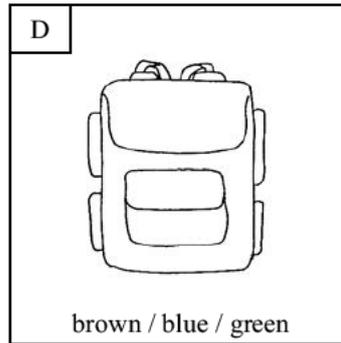
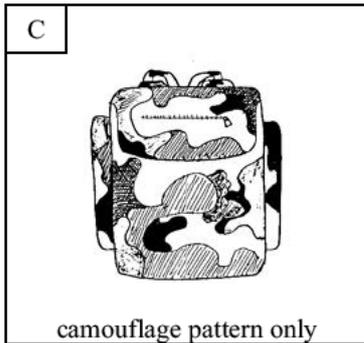
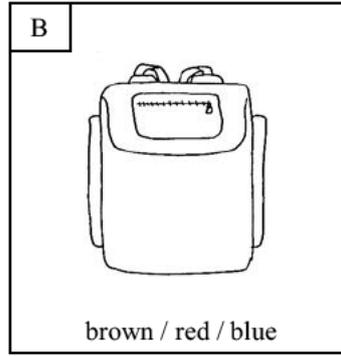
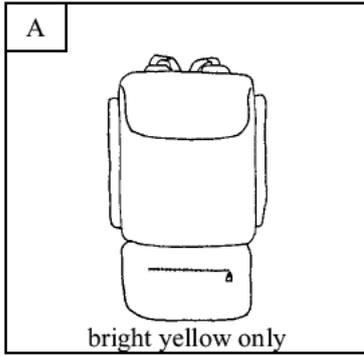
4.

5. Choosing a tour

	Tour A	Tour B	Tour C	Tour D
No. of nights	12	14	14	14
No. of cities visited	8	7	Flexible	Flexible
Transport	Plane	35-seat coach with reclining seats	12-seat minibus	35-seat coach
Hotels	3-star	3-star	Guesthouses	5-star
No. of nights in each place	1 or 2	2	Flexible	Flexible

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6. Choosing a backpack



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Section 1

End of Section 1

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Section 1

Section 2 (10 marks)

Marker's Use Only

Read the instructions for each question carefully, look at the information given and then write your answers in the spaces provided as you listen to the conversations.

1. Sue is from Australia and she is giving advice to her colleague about what to take on his holiday. Write down the things she mentions in the spaces provided.

<i>Things to take</i>	
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2. Timothy and his wife are discussing which books and magazines to take on holiday with them. Match the titles with the reasons they give for wanting to take the books or magazines. Put the letter of the title in the appropriate box. An example has been done for you. You can use each letter ONCE only.

- a. The Bible
- b. A Sleeping Life
by R. Rendell
- c. The Remorseful Day
by C. Dexter
- d. The Oxford Book of English Verse
- e. The Collected Poems of T. S. Eliot
- f. A Short Walk in the Hindu Kush
by E. Newby
- g. Slowly Down the Ganges
by E. Newby
- h. King Lear
by W. Shakespeare
- i. Collected Works of William Shakespeare
- j. New Scientist
- k. Time

	The speaker wants something easy and entertaining to read on the plane.
	One of the speakers wants to use it to develop his/her memory.
<i>a</i>	It's got some good stories in it and one of the speakers wants to become more familiar with it.
	It's a wonderful story and it won't take up much room.
	Neither of the speakers has read this yet.
	This magazine looks more interesting than the other one.

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Section 2

End of Section 2

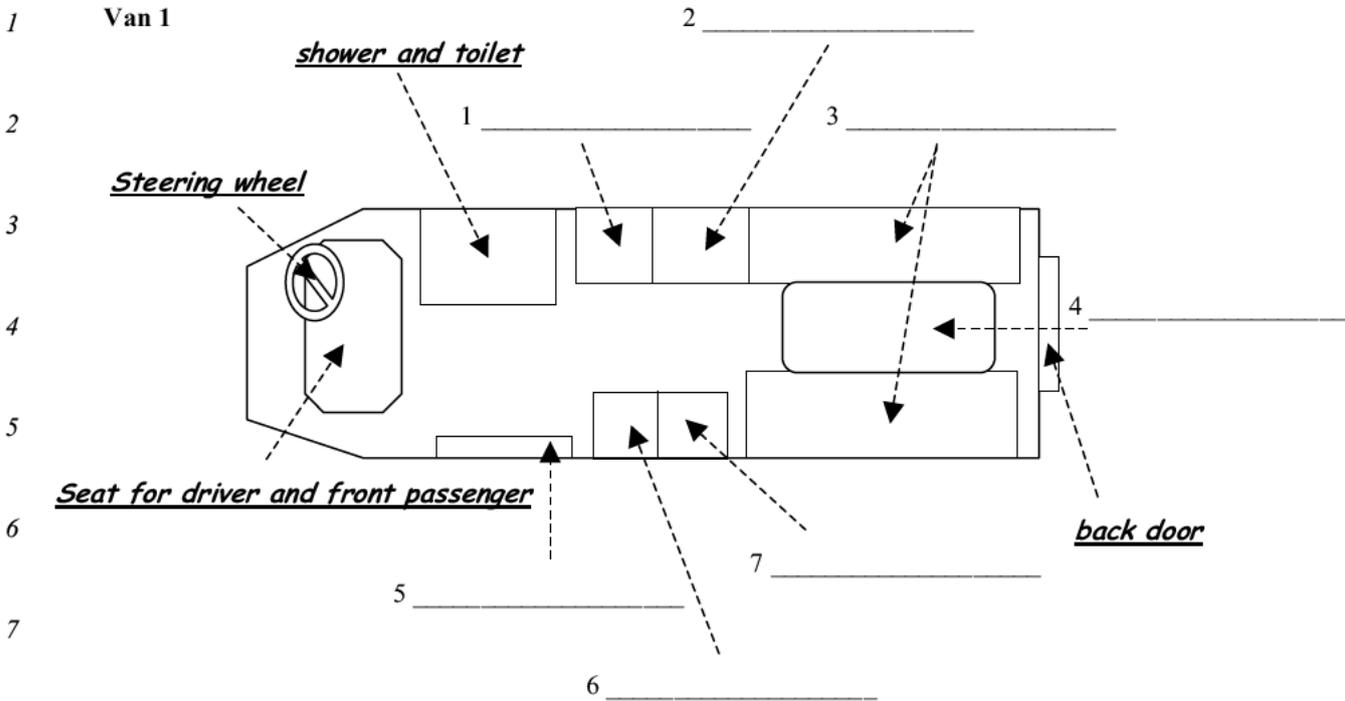
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Section 2

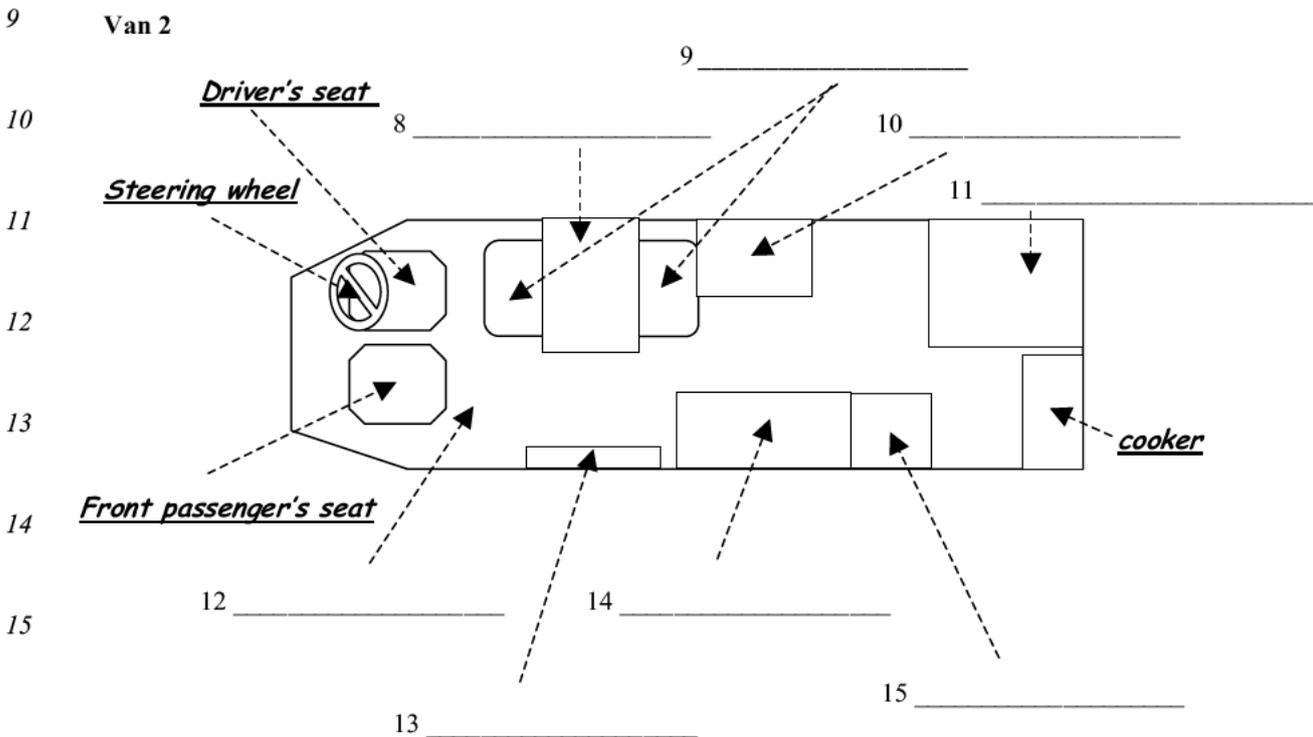
Section 3 (15 marks)

Look at the drawings of the two camper-vans below. You will hear a couple deciding which camper-van to hire for their holiday in Australia. The man is describing them to his wife. Write what parts of the van correspond to the numbers. Eight have been done for you as examples. You have 20 seconds to study the drawings.

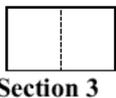
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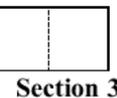


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Section 3

End of Section 3



Section 3

Section 4 (22 marks)

In Section 3, you heard a couple talking about hiring a camper-van in Australia. They decided to phone TravelAustralia and book a van. You work for TravelAustralia and have to fill in the form below. You have 30 seconds to study the form.

TravelAustralia Ltd.	
Name	Licence issued in
Contact address	Tel. no.
	Fax no.
Date of birth	
No. of children under four	
<i>(Tick the boxes as appropriate.)</i>	
Vehicle type <input type="checkbox"/> Four-wheel drive <input type="checkbox"/> Standard tourer <input type="checkbox"/> Tourer deluxe <input type="checkbox"/> Grand tourer	Collection of vehicle <input type="checkbox"/> Sydney Date _____ <input type="checkbox"/> Melbourne Time _____ <input type="checkbox"/> Brisbane
	Return of vehicle <input type="checkbox"/> Sydney Date _____ <input type="checkbox"/> Melbourne Time _____ <input type="checkbox"/> Brisbane
Name(s) of other driver(s)	Licence(s) issued in
Insurance <input type="checkbox"/> Scheme A <input type="checkbox"/> Scheme B <input type="checkbox"/> Scheme C	
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PART B (22% of the subject mark)

Situation

You are Alfred Wong, a sales representative with a company called Flower Dew Health Products. You are responsible for shampoo sales in the Kowloon area. You joined the company three months ago and have just received your probationary evaluation report from your supervisor, Mrs Morris, who is the Sales Manager. You now want to apply for a place on a training seminar to help you with the problems she highlighted in your evaluation report.

You have two tasks to do:

1. Complete the Application for Funding for Training.
2. Complete the application form for a place on the training seminar.

You will hear a conversation you have with Mrs Morris, in which you discuss the seminar, how to apply for funding, how it would help you with your weaknesses and how to apply for a place on it. DETACH page 6 from the Data File and take notes on the Note Sheet as you listen.

Before you listen, it is important that you look at your Question-Answer Book, the Note Sheet (p. 6 of the Data File), the Evaluation Form (p. 2 of the Data File), the Programme of Hi-Sales Training Seminars (p. 3 of the Data File), Helpful Hints for New Sales Representatives and Tommy Chan's Sales Report (p. 5 of the Data File).

You will find all the information you need in the Question-Answer Book, the Data File and the conversation. Read everything carefully, including the instructions.

You will have SEVEN minutes to study the Question-Answer Book and the Data File in order to familiarise yourself with the situation and the tasks before the conversation begins.

PART B

Use the space below to explain why you need training; why you have chosen this training course; which topics/sessions you think are most relevant to your needs and how they can help you; and what other job-related benefits this training may provide.

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Use Only

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Task 2 (48 marks)

Marker's
Use Only

Fill in the application form below. Use the information from your notes and the Data File. The answer to Part B should be in connected prose.

Hi-Sales Training Seminars	
Weekend training seminars organised by Global Consultants at the Regency Hotel, Gold Coast, Hong Kong	
PART A	
Full name	Company name and address
Contact tel. no. Work	
Other	
<i>(Please tick as appropriate.)</i>	
<input type="checkbox"/> Programme A	<input type="checkbox"/> Programme B
<input type="checkbox"/> Hotel	<input type="checkbox"/> Lunches
Preferred dates _____	
Present job title and duties with starting date	
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Relevant previous work experience with dates	
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2A

2A

PART B

Marker's
Use Only

As our programmes often have too many applicants, we would like you to do the following task so that we can judge how suitable our programme would be for you.

Imagine you have 1,000 items of a new product from your company. Use the space below to write a full description of how you would sell these items. You should provide the following information:

- Description of product (Include details about ingredients, packaging and price.)
- Target market (Who? Which area? Why?)
- Selling the product (Include details such as what sort of retail outlet you would use, how you would transport the product, what things you would need to promote it and how you would get buyers interested.)

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2B

END OF PARER

**2002-CE
ENG LANG**

SYL B
PAPER 3
DATA
FILE

HONG KONG EXAMINATIONS AUTHORITY
HONG KONG CERTIFICATE OF EDUCATION EXAMINATION 2002

**ENGLISH LANGUAGE (SYLLABUS B) PAPER 3
DATA FILE**

Contents

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3. Programme of Hi-Sales Training Seminars	3
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5. Helpful Hints for New Sales Representatives	5
6. Tommy Chan's Sales Report	5
7. Note Sheet	6



Alfred Wong's Resume

Resume

Personal data

Name Wong Chi Lok, Alfred
Age 21
Address Rm 1305, Fairview Court, Tsuen Wan, Hong Kong
Mobile tel. no. 91823067
Office tel. no. 23892107 ext. 34

Work experience

February 2002 – present Flower Dew Health Products, 14/F, 150-155 Canton Road, Yau Ma Tei
Sales Representative
January 2000 – January 2002 Wing On Department Store, Sheung Wan
Salesman in Menswear Department
Duties: serving customers, answering customer enquiries, dealing with complaints
September 1998 – December 1999 Good Carrier Transport Co., 327 King's Road, North Point
Office Assistant
Duties: filing, typing, computer data entry

Education

1993 – 1998 Tsuen Wan Secondary School

Qualifications and certificates

1998 HKCEE
 – English Language (Syllabus B) grade C (5)
 – Physics grade D (8)
 – Chemistry grade E (10)
 – Biology grade E (9)
 – Mathematics grade D (7)
 – Chinese Language grade D (7)

British School of English
– Upper Intermediate Certificate in Business English (2001)
– Upper Intermediate Certificate in General English (2000)

Hobbies and interests

Cycling, walking, reading science fiction, playing the guitar

Referees

Mrs Joan Morris, Sales Manager, Flower Dew Health Products
Mr Alan Tsang, Manager of Menswear Dept., Wing On Department Store, Sheung Wan

Staff Evaluation Form

Flower Dew Health Products

EVALUATION REPORT ON NEW STAFF AFTER COMPLETING 3 MONTHS' SERVICE

Review period 1st February – 30th April, 2002

Name Wong Chi Lok, Alfred

Position Sales Representative

Job responsibilities

- to serve existing customers and maintain customer satisfaction
- to find new customers and retail outlets
- to write monthly reports on the above for the Sales Manager

Evaluation

Give a grade of 1-5 for each category below, with 1 being poor and 5 being excellent.

Interaction with people	4
Writing of reports	3
Meeting of targets	3
Time management	3
Motivation	3

Initiative	3
Language skills	4
Appearance	4
Punctuality	2

Overall grade

Circle one of the categories below:

Excellent

Highly satisfactory

Satisfactory

Poor

Supervising manager Joan Morris

Position Sales Manager

Date 2nd May, 2002

Programme of Hi-Sales Training Seminars

Hi-Sales Training Seminars 2002 Weekend training seminars organised by Global Consultants at the Regency Hotel, Gold Coast, Hong Kong

Global Consultants is a well-established group providing expert advice and training in the field of sales. All of our trainers are experienced in business and provide consultancy services and training to companies all over South-East Asia.

Our seminars are aimed at both junior and senior members of sales teams and are offered at different times to take account of other commitments that sales staff might have.

If you find one of the following programmes relevant to your needs, don't delay – fill in the application form and send it to: Global Consultants, GPO Box 5888, Central, Hong Kong.

Accommodation, with breakfast and lunch, can be arranged at the Regency Hotel.

Programme dates: 7th and 8th June; 5th and 6th July; 2nd and 3rd August

<i>Day and time</i>	<i>Programme A</i>	<i>Programme B</i>
<i>Friday 12.00-1.30 pm</i>	Registration and lunch	
<i>Session 1 1.30-3.30 pm</i>	<i>How to approach new customers</i>	<i>Sales team leaders/sales managers – how to motivate your team</i>
<i>3.30-4.00 pm</i>	Tea break	
<i>Session 2 4.00-5.30 pm</i>	<i>An analysis of why a toy product failed to sell well</i>	<i>Dealing with a team member who has poor interpersonal skills</i>
<i>Saturday</i>	<i>* Planning your day – getting everything done</i>	
<i>Session 3 9.00-11.00 am</i>		
<i>11.00-11.15 am</i>	Coffee break	
<i>Session 4 11.15-12.30 pm</i>	<i>Better monthly sales reports</i>	<i>Analysing sales figures and using them to make sales predictions</i>
<i>12.30-1.30 pm</i>	Lunch	
<i>Session 5 1.30-3.30 pm</i>	<i>* What is customer satisfaction?</i>	
<i>3.30-4.00 pm</i>	Tea break	
<i>Session 6 4.00-5.30 pm</i>	<i>Using PowerPoint to make presentations</i>	<i>Underachievement in a sales team</i>

** Joint sessions for both programmes*

The above programmes have been designed to cater for individuals at different stages of their careers. To do this, the sessions have been divided into Programme A (for more junior staff) and Programme B (for more experienced staff).

The cost breakdown of the weekend seminar is given below:

Programme A/B	HK\$ 1,500
Lunch (Fri & Sat)	HK\$ 380
Hotel accommodation (Fri)	HK\$ 750 (shared room)
Total	HK\$ 2,630

While participants are not obliged to take advantage of the hotel accommodation or the lunches, we strongly advise them to do so, as we feel that participants greatly benefit from the informal meetings and discussions that take place outside the sessions.

Flower Dew Health Products

Take advantage of Flower Dew's new line of environmentally-friendly natural products designed for discriminating people who want their cosmetic products to be made out of natural oils and scents. These will care for your skin and hair in a way you would not have believed possible. Buy Flower Dew and stay young!

<p>Flower Dew Natural Skin Cream Contents: green tea extracts, carotene, vitamin E Packaging: opaque glass jar Price: \$75</p>	<p>Flower Dew Rose Water Contents: natural spring water, essence of roses Scent: rose Packaging: pink glass bottle Price: \$100</p>
<p>Flower Dew Moisturising Cream Contents: aloe vera; oils of almond, apricot, sunflower and eucalyptus Packaging: opaque glass jar Price: \$80</p>	<p>Flower Dew Natural Soap Contents: citrus oils; essences of lemon and lime Scent: lemon and lime Packaging: recycled brown paper with a picture of a flower Price: \$40</p>

Helpful Hints for New Sales Representatives

Flower Dew Health Products

Helpful Hints for New Sales Representatives – M.O.S.

1. M for market

Before you can sell anything, you must think about the market: about who is going to buy the product. This will influence the place from which you choose to sell your product. Our products are generally aimed at people who have reasonable incomes but cannot afford to buy very expensive, well-known brand name products. Most of our products are sold through supermarkets situated near or in housing estates, though not in very poor areas. Our normal strategy is to approach the largest supermarket in the area first, and if they refuse, to approach the next largest and so on.

2. O for organisation

You have to organise things so that you can get the product to the market. You have to think about transporting it and replacing stock that has been sold. If you are dealing with small quantities, it will probably be possible for you to book a company van to deliver the product.

3. S for selling

You must inform the public about the product and then persuade them to buy it. Obviously we advertise in newspapers and magazines, but it is possible to do other things such as post leaflets in the neighbourhood, include a free offer, or give a physical demonstration of the product. It may even be possible to use a combination of the above, though different approaches suit different products; for example a physical demonstration may work with something like hand cream, while a free gift like a toothbrush may work better with something like toothpaste. Your job, when a new product is coming on the market, is to consult with the sales outlets to see what kind of strategy would be successful in the shops.

Tommy Chan's Sales Report

Flower Dew Health Products

To: Sales Manager
From: Tommy Chan, Sales Representative
Date: 5th September, 2001

Report on trial of new Dewfresh Shaving Cream

Description of the product

Dewfresh Shaving Cream is an apple-scented shaving cream packed in a tube. The tube has a picture of an apple tree in blossom. The price is \$20 per tube.

Target market

It is targetted at both men and women with a moderate disposable income; the former for the removal of facial hair and the latter for the removal of leg and underarm hair.

Sales strategy

This product is aimed at the export market, though one objective of this trial was to see if there might be a home market for it as well. It was decided to trial it in Discovery Bay on Lantau Island, which has a mixed population of reasonably well-off foreigners and local people.

An agreement was reached with the local supermarket situated near the ferry pier to stock the cream. Initially, the cream was offered with a razor, which was supposed to look as if it could be used by both men and women. However, shoppers seemed confused about who the product was designed for and sales were slow.

Recommendation

As body hair is generally not a problem amongst the local population in Hong Kong, I think this product should be targetted at the female sector of the export market.

Note Sheet

Detach this page from the Data File and take notes on it as you listen to the conversation. You will need to refer to different parts of the Data File and the Question-Answer Book as you listen and take notes.

Notes for meeting with Mrs Morris

1. Application for funding

Why I need training - my weaknesses?

Why choose this course?

Useful topics and how they can help me with my weaknesses

Other job-related benefits

Expenses I can claim

2. Application for seminar

What kind of product should I use for my proposal?

What should I say about the target market?

How should I suggest selling it?

- Where?
- Transport?
- How to get buyers interested?
- Things I would need?

THIS IS THE LAST PAGE OF THE DATA FILE.

Paper 3

PART A

Section 1

- 1. C
- 2. A
- 3. A
- 4. D
- 5. C
- 6. B

Section 2

- 1. Things to take:
Big hat (large hat)
Suncream
Sweater
Shorts
Good guidebook
- 2. c — The speaker wants something easy and entertaining to read on the plane.
d — One of the speakers wants to use it to develop his / her memory.
h — It's a wonderful story and it won't take up much room.
g — Neither of the speakers has read this yet.
j — This magazine looks more interesting than the other one.

Section 3

Van 1

- 1. sink
- 2. cupboard
- 3. side seats / beds
- 4. table
- 5. side door
- 6. cooker
- 7. fridge

Van 2

- 8. table
- 9. seats
- 10. fridge
- 11. shower and toilet
- 12. double bed
- 13. side door
- 14. seat / child's bed
- 15. sink

Section 4

Name: **Mr. H. Lockey**

Licence issued in: **U.K.**

Contact address: **29A, Bonham Road, Pokfulam, Hong Kong**

Tel. No.: **2549 8216**

Fax. No.: **2365 8310**

Date of birth: **16th (of) May, 1962** OR **16/5/1962**

No. of children under four: **0** OR **nil**

Vehicle type: **Grand tourer**

Collection of vehicle: **Sydney;** Date: **21st July** OR **21/7**
Time: **1:30pm** OR **13:30**

Return of vehicle: **Melbourne;** Date: **17th August** OR **17/8**
Time: **9:30am** OR **09:30**

Name(s) of other driver(s): **Mrs. A. Lockey**

Licence(s) issued in: **Hong Kong**

Insurance: **Scheme B**

Notes

Pick up the van at Sydney airport—flight CA 301.

Dropping off van at Melbourne airport.

Bedding: sleeping bags (3).

Two adult's and one child's bicycle(s).

Part B

Notes for Task 1 and Task 2 from the Listening Tape (for reference only)

Applying for funding for training

- 'Mrs. Morris has drawn my attention to some weaknesses, which I want to work on, and this training seminar is just what I need.'
- 'I've chosen this course because Global Consultants is a good company.'
- Weaknesses to mention: time management, writing of monthly sales reports and meeting of targets
- Problem with meeting targets: not meeting target (5 new customers a month)
- Problem with reports: organization
- 'need training to improve my performance in these areas'
- point out sessions that are most relevant for those areas
- don't bother with other things
- don't bother writing your grades

Other ways the course might benefit you

- Session 2A
- Meeting people from other companies and learning from other people's experience

Miscellaneous

- Max. funding \$2000
- Go from home on Friday instead of staying at hotel
- Costs: training—\$1500, meals—\$380, traveling expenses—\$120; total \$2000
- Mrs. Morris has given permission to take the time off
- Dates: not next month, not August

Application form for course organizers—sales proposal

Sell natural soap

Helpful Hints—

- Think about the market (who will buy the product)
- How to get it to them
- How to sell it to them (interested in it)
- Market: people who care about the environment, soap made of natural products, people with reasonable income (expensive)
- Organization: go where they live or work—better-off area—Shatin City One

- Approach largest supermarket in shopping centre
- Transport: company van
- Sell: demo—ask supermarket
- Need: small table, water supply, soap (small pieces), paper towels, bin
- Invite people to try
- Employ students to put leaflets in people's letterboxes, hand leaflets out in the shopping centre
- Product description—from brochure
- Tommy Chan's report
- What happened
- How to sell soap
- Recommendations

Task 1

Part A

Name: **Wong Chi Lok, Alfred**

Position: **Sales Representative**

Extension no.: **34**

Name and position of supervisor:

Mrs. Joan Morris, Sales Manager

Training course:

Hi-Sales Training Seminars 2002 (Programme A)

Course organiser: **Global Consultants**

Permission for leave: **granted already**

Cost

Training course	\$1500
Accommodation	0 OR —

Other costs

Meals	\$380
Travelling expenses	\$120

Total:	\$2000
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Part B

Notes (for reference only)

1. Why you need training
 - (a) Mrs. Morris has drawn your attention to some of my weaknesses: (which you want to work on)
 - i. Time management
 - ii. Writing monthly reports (poor organization)
 - iii. Meeting targets (less than 5 customers each month)
 - iv. Other weaknesses (lose marks for mentioning)
2. Why you have chosen this training course
 - (a) Global Consultants: a good company and a very good training provider
 - (b) Training course very relevant to your needs
3. Which topics / sessions you think are most relevant to your needs
 - (a) Time management: Session 3—Planning your day—getting everything done
 - (b) Writing monthly sales reports: Session 4—Better monthly sales reports
 - (c) Meeting targets: Session 1—How to approach new customers
 - (d) Others
 - i. Session 2—An analysis...: practical example useful because you have little experience
 - ii. Session 5—What is customer satisfaction: important for salespeople to keep their customers satisfied
 - iii. Powerpoint (lose marks for mentioning)
4. Other job-related benefits
 - (a) Meet people from other companies
 - (b) Learn from their experience

Essay

I need training because my supervisor, Mrs. Morris, has drawn my attention to my weaknesses in time management skills, organization of my monthly sales reports, and ability to meet sales target of getting 5 new customers per month, and I want to work on these weaknesses.

I have chosen Global Consultants' Hi-Sales Training Seminars 2002, programme A, because Global Consultants is a very good company and a very good training provider, and this training course is very relevant to my needs.

For example, I need to work on my time management skills and the topic of session 3 of the seminars is 'Planning your day—getting everything done'; I need to improve the organisation of my monthly reports and the topic of session 4 of the seminars is 'Better Monthly Sales Reports'; I have trouble meeting my sales target because I'm not confident in talking to new customers, and the topic of session 1 of the seminars is 'How to approach new customers'.

The topic of session 2 is 'An analysis of why a toy product failed to sell well'—such a practical example would be useful for me because I still have little experience in sales; and the topic of session 5 is 'What is customer satisfaction', which is an important topic for any salesperson because we all need to keep our customers satisfied.

A job-related benefit that this course can provide is that I get to meet people from other companies and learn from their experience.

Task 2

Part A

Full name: **Wong Chi Lok, Alfred**

Contact tel. No.

Work: **2389 2107 ext. 34**

Other: **9182 3067**

Company name and address:

**Flower Dew Health Products,
14/F, 150-155 Canton Road, Yau Ma Tei**

Programme A **Lunches**

Preferred dates: **5th and 6th July** (not next month, not August)

Present job title and duties with starting date:

Title: **Sales Representative**

Duties:

- **To serve existing customers and maintain customer satisfaction**
- **To find new customers and retail outlets**
- **To write monthly reports on the above for the Sales Manager**

Starting date: **1st February 2002**

Relevant previous work experience with dates:

January 2000 – January 2002

Salesman in Menswear Department

Wing On Department Store, Sheung Wan

Duties: **servicing customers, answering customer enquiries, dealing with complaints**

Part B

Notes (for reference only)

1. Description of product (Includes details about ingredients, packaging and price)
 - Flower Dew Natural Soap
 - (a) Contents / ingredients: citrus oils; essences of lemon and lime
 - (b) Scent: lemon and lime (include?)
 - (c) Packaging: recycled brown paper with a picture of a flower
 - (d) Price: \$40
2. Target market (Who? Which area? Why?)
 - (a) Who?
 - people who care about the environment
 - Because the soap is made out of natural products
 - People with reasonable income
 - Because it's expensive
 - (b) Which area?
 - Better-off area, e.g. flats around Shatin City One
 - To find people with reasonable income
3. Selling the product
 - (a) Retail outlet: largest supermarket in the shopping centre there
 - Most of our products sold through supermarkets
 - (b) Transport: company van
 - Soap is not a very bulky product
 - (c) Things you need
 - i. For demonstrating the soap and letting people try it:
 - Small table
 - Water supply
 - Small pieces of soap
 - Paper towels
 - Rubbish bin
 - ii. For promoting the soap elsewhere
 - Leaflets
 - Students to put leaflets in people's letterboxes and hand them out in the shopping centre
 - (d) Promotion:
 - i. Demo
 - ii. Letting people try

- iii. Leaflets to letterboxes
- iv. Leaflets in shopping centre

- * Present all these points as the way YOU would go about selling soap. Do not write any points as recommendations to the company (Global Consultants) or you will lose marks.

Essay

The product that I am going to sell is our company's Flower Dew Natural Soap. It is made out of citrus oils and the essences of lemon and lime, and has a lemon and lime scent. It is packaged in recycled brown paper with a picture of a flower, and the price is \$40 each.

I will target people who care about the environment—because the soap is made out of natural products—and who have reasonable income—because the soap is rather expensive. As it is easier to get the soap to your intended market if you sell it at a place where the targeted people live or work, I want to sell it in an area where better-off people live or work because my target market is better-off people who care about the environment. Hopefully people who live in a good environment will care more about the environment, too. An example of where I would sell it is Shatin City One.

I would promote our soap by demonstrating the soap to people in the largest supermarket in the shopping centre in Shatin City One and letting people try out our soap there. I would also hire students to hand out leaflets about our soap to people in the shopping centre—which is always full of people—and put the leaflets in people's letterboxes in flats around Shatin City One. We have a working relationship with supermarkets—most of our products are sold through them—so it would be ideal to sell our soap there too, and it would also be easy to get them to allow me to demonstrate the soap.

I would use a company van to transport the soap to the supermarket. A company van is big enough to hold 1000 bars of soap. For demonstrating the soap and letting people try it, I would just need a small table, a water supply, small pieces of our Natural Soap, paper towels, and a rubbish bin to dispose of wastepaper.

This is my complete plan—I'm sure that if I carry out this plan, I will sell all 1000 bars of Natural Soap in no time!

2002

Paper 3 Tapescript

PART A

Section 1

1. Where do they decide to stay?

A: OK, I've got the tickets. Two weeks in the Philippines. I can't wait.

B: Where should we stay?

A: Well, I'm afraid the five-star hotel is out. We've already spent too much this month.

B: Well, we'll be by the sea. Why don't we stay in one of those beach huts? You know, right by the sea.

A: And have nowhere to wash and sand everywhere. Oh, that would be just like camping. I'm too old for that.

B: They're not all like that. They also have more high-class ones, with their own bathrooms and kitchens attached. But they're more expensive.

A: Does the guidebook mention anything else?

B: It gives a lot of three-star hotels which it says are basic but clean, but they are more expensive than the huts.

A: OK, let's go for the hut with bathroom and kitchen.

B: Well, I think I've changed my mind because that choice means I'll be cooking and cleaning just like at home, while you'll be sitting with a cold beer watching the sun go down. No, thank you. You can spend a bit more and give me a decent holiday; or else, you'll be going by yourself.

A: All right.

2. Which kind of holiday did they choose?

A: What kind of holiday shall we have this year?

B: I fancy something active, like a cycling holiday. We could put our bicycles on the plane and go to New Zealand and cycle round South Island.

A: I don't want to spend the whole holiday on a bike. All you do is end up with a sore backside.

B: We could stop in places and do some hiking or we could cycle to where there are some mountains and do some climbing. That would be great.

A: That sounds good but think of the gear we'll have to carry. You know, when you think about it, we should do something involving the sea. After all, New Zealand is surrounded by it.

B: This brochure's got something that might interest you. It advertises boats for hire, so we could hire a sailing boat, put our bikes on board and then sail down the coast, leave the boat for a while and go touring on our bicycles. Or if you don't like that, there is another one advertised here, where you go with a group of other people on a sailing boat, and then it stops in places where there are cliffs or mountains, so the group can do some climbing. This one has a crew on the boat and climbing instructors.

A: I like that idea because, frankly, I don't have much confidence in your sailing skills.

B: Oh, come on, I'm not that bad.

3. Which things do they take with them for their child?

- A: We'd better start packing if we're leaving tomorrow. What shall I pack for Thomas?
- B: We should take his Game Boy. That will keep him occupied for hours.
- A: I'm really against him spending all his time on the *Game Boy*. I think we should take a storybook and encourage him to read.
- B: But he won't want to read for the whole flight. We'd better take something like a jigsaw puzzle as well.
- A: But he'll be asleep for some of the flight, I hope.
- B: Anyway, what about when we are actually on holiday? We'll be doing a lot of driving, so we'll need something to keep him occupied in the car and it's bad for his eyes to read in the car.
- A: What about his colouring book?
- B: But he'll lose his crayons and then he'll get upset; or else, we'll have to keep sharpening them for him.
- A: OK. We'll take the Game Boy, the story book and the jigsaw puzzle.
- B: No. We've got too much luggage. So we're only going to take two things and also the jigsaw requires either a table or a lot of floor space. So I vote that one out.
- A: OK.

4. Which language will they learn on holiday?

- A: How about if all three of us go away on holiday together this year?
- B: Great idea.
- C: Yes. I tell you what: why don't we do some kind of study holiday, like learn a language or something?
- A: Yes. We could go to France and study French. Think of it, sunny days, eating out at French cafés, cheap wine...
- B: But I already speak quite good French. What about an Asian language? We could go and stay in Tokyo.
- A: What about Spanish? In Madrid, in Spain, they have a wonderful art gallery and I'd love to be able to speak Spanish.
- C: I would quite like to learn Spanish too.
- B: Hm... but Spain would be too hot.
- A: Doesn't anyone fancy Italian? It's such a beautiful, romantic language.
- C: No. Let's not go to Europe this year.
- A: We don't have to be in Europe to learn Spanish. We could go to South America. Think of all those lovely Spanish colonial cities and Indian ruins we could see.
- B: But what about my idea of Tokyo?
- C: I would prefer to get out of Asia if possible.
- B: OK. Let's go with Mary's suggestion then.
- A: Great. I'll start looking on the Internet to see what's available.

5. Which tour do they choose to go on?

- A: Let's go on a tour this year. It's such a bother trying to arrange things, otherwise.
- B: OK. I happen to have some information about tours.
- A: Well, go on then. Tell me about them.
- B: There's a twelve-day tour where all the travelling's done by plane.
- A: Hmm, but we have two week's holiday. It seems a pity not to make use of it.

- B: There is a two-week tour in a coach, and we would stay in five-star hotels, and how long you stay in each city is flexible. That might be rather nice.
- A: Yes, but I bet it would be outside our budget.
- B: There's another one where the hotels are cheaper and the coach has reclining seats. So it would be more comfortable.
- A: I know tours are convenient but what I hate is being stuck with all those people and having no control over what you do.
- B: What about this one then? It's for a smaller group and not everything's fixed in advance. Also, the accommodation is cheap.
- A: That's more like it. Let's try and book a place on that one.

6. Which backpack are they going to buy?

- A: Let's choose which backpack to get for Peter.
- B: OK. Have you got the brochure?
- A: Yes, there are four that might do for him in terms of being the right size.
- B: What colour are they?
- A: Is that important?
- B: Yeah. I know he's fussy about how things look.
- A: This one's painted green and brown like an army backpack.
- B: Tell me about the other ones then. He won't want anyone thinking he's playing soldiers when he goes hiking.
- A: OK. The next one has four side pockets and a pocket at the front.
- B: What's the point of having all those side and front pockets. Can I have a look of the brochure?
- A: Sure. Here you are.
- B: What about this one? It's available in brown and it's got two side pockets and a zip pocket in the cover. I like the look of it. How about you?
- A: OK, I suppose. But I think it's better to have two main compartments. Otherwise, when you want something, it's always at the bottom of the pack.
- B: What about this one then? It's got a large main compartment and the sleeping bed compartment at the bottom. I don't fancy the colour much though.
- A: No, I agree. It's a horribly bright yellow colour, isn't it? Is that the only colour you can get it in?
- B: Yes.
- A: Oh, I suppose one compartment is OK. Let's get the one you like then.

Section 2

- 1.
- X: Sue, we're going to Sydney this summer. You are from there, aren't you?
- Sue: Sure I am.
- X: Can you give me some advice about what to take?
- Sue: Sure. Well, it's summer here but it'll be winter there. But even so, the sun is still pretty strong and there's a lot of ultraviolet radiation, because of the ozone hole in the atmosphere. So most important, take a big hat. Or you can buy one there, Australia has some great hats.
- X: OK, let me just make a note of that. Anything else?
- Sue: Yes, you'll need sunscreen even though it's winter.
- X: OK, sunscreen. What else? Would it be cold?

Sue: It never gets really cold but it can be cold in the early morning, so I'd take a sweater.

X: When you say cold, how cold exactly?

Sue: It can get down to about 10 degrees centigrade.

X: OK, so a sweater. Anything else?

Sue: I'd take some shorts because it can get quite hot in the middle of the day. The winter is the sunniest season there, you know.

X: That's OK. I've got some shorts.

Sue: And finally, take a good guidebook. There's a lot to do, and Sydney is a big place, so you'll need to know what to see and how to get around.

X: Great. I've made a note of all that. Can you recommend any guidebook in particular?

Sue: No, but you'll find a good choice in the bookshop by the Star Ferry.

X: Thanks a lot.

Sue: You're more than welcome.

2.

A: How are you getting on with the packing?

B: I'm just deciding what books to take. Have you got any preferences?

A: Yes, can you put the Bible in?

B: The Bible?

A: Yes, it's got some great stories and I really feel I should be more familiar with it.

B: OK. I can't decide between these two detective stories.

A: Let me look. Well, personally, I like Ruth Rendell, but the Colin Dexter is thicker and it's a long flight, and it's not exactly difficult to read, just the thing for a plane.

B: OK, I'll take the Remorseful Day then. I want to take a book of poems as well, to try and learn some and improve my memory. Can you see what there is on the shelf?

A: Well, we've got the *Oxford Book of English Verse* or *T.S. Elliot's Collected Poems*.

B: I like Elliot, but it is a bit miserable for a holiday. So give me the other one, can you?

A: Here you are.

B: Thanks. What else do you want?

A: I want to read some travelling adventure. I can't decide between taking Eric Newby's *A Short Walk in the Hindu Kush*, or his *Slowly down the Ganges*.

B: Well, I've read *A Short Walk in the Hindu Kush* and it's very funny, but I haven't read the other one.

A: OK, let's take that one then. I haven't read it either. I want to take some Shakespeare as well. I want to read some really good English for a change.

B: But you can't take the collective works; that would take up far too much room. What about one of the plays like King Lear. That's a good story and it will only take up a little space.

A: OK. Let me just find it. Here you are.

B: Thanks. Do you want to take any of your magazines to read on the plane? There's a copy of *Time Magazine* and the *New Scientist*.

A: Time doesn't look very interesting this week. So, take the other one.

B: OK. I'll put it in our hand luggage.

A: Is there anything else you like while I am standing by the bookcase?

B: No. There is no more room.

A: Well. I don't think we're going to run out of reading matter.

B: No, nor do I.

Section 3

Conversation 1

A: This van looks OK.

B: What's it got?

A: Well, there's one big seat in the front, and then behind the driver's seat, there's a shower and toilet compartment. There's a side door behind the front passenger's seat opposite the shower.

B: Has it got a door at the back?

A: Yes, there's a big door at the back.

B: What are the seating arrangements?

A: There are two side seats at the back which convert into beds.

B: Is there a cooker?

A: Yes. The cooker's by the side door, so it's quite convenient. And also there's a fridge next to it. The sink is on the opposite side, next to the shower compartment.

B: Is there any storage?

A: There's a cupboard between the sink and the side seat.

B: Is there a table?

A: Yes. It's between the side seats at the back.

B: Are there any other beds apart from the two at the back?

A: No.

B: That's no good. Where's Tom going to sleep?

A: He could sleep on the driver's seat. He's only small.

B: No. That's not good enough, and anyway, I don't like the thought of him sitting right at the back like that. If he's sitting sideways, when you stop suddenly, he might fall and hurt himself.

Conversation 2

A: Here's another van. See what you think of this one.

B: OK. What's this one like?

A: Well. There're two separate seats in the front so you can walk through into the back from the driver's compartment.

B: That sounds good. What are the other seats like?

A: There are two seats behind the driver's seat. One faces backwards, and the other faces forwards. And there's a table between them. Then there's another seat next to the side door.

B: Is the side door in the same place as in the other van?

A: Yes, just behind the front passenger's seat.

B: Is there a backdoor like in the other van?

A: No, because the shower and toilet compartment is right at the back. And the cooker is next to it. So there's no room for a back door.

B: Where are the fridge and sink?

A: The fridge is on the same side as the shower compartment, behind one of the seats.

And the sink is next to the seat on the other side, near the cooker.

B: What about beds?

A: This van's got more room. There's a double bed above the driver's compartment and the seat next to the side door can be used as a child's bed.

B: This one sounds much better. What about storage?

A: There are no cupboards but you can store things under the seats.

B: Let's get that one.

Section 4

A: Hello, Travel Australia. How can I help you?

B: Oh, hello. I would like to book a campervan for next month.

A: Certainly sir. Can I have your name please?

B: It's Lockey. That's L-O-C-K-E-Y.

A: And what are your initials, sir?

B: H.

A: Right. So that's Mr. H. Lockey. And your address, Mr. Lockey?

B: It's 29A, Bonham Road, Pokfulam, Hong Kong.

A: Can you spell that please?

B: Bonham is B-O-N-H-A-M, and Pokfulam is P-O-K-F-U-L-A-M.

A: Can you give me your contact telephone number as well, and fax if you have one?

B: Certainly. My phone number is 2549 8216. And my fax is 2365 8310.

A: Right. And what about your date of birth?

B: Sixteenth of May, 1962.

A: OK. What kind of van do you want, Mr. Lockey?

B: Yes. I want the one with the double bed over the driver's cabin and with the seats behind it facing forwards and backwards.

A: That's the Grand Tourer.

B: Right. I'd like to book that one, please.

A: Right you are. Would you be the only driver?

B: No, I'll be sharing the driving with my wife.

A: Is her name Lockey as well?

B: Yes, that's right. Initial A.

A: And do you have any children, Mr. Lockey?

B: Yes, we've got one boy of five.

A: So you won't be wanting the child safety seat then?

B: No.

A: What about your licenses? Where were they issued?

B: Mine's British, but my wife's was issued in Hong Kong.

A: So the UK and Hong Kong. That's OK.

A: You haven't made any insurance claims in the last two years, have you?

B: No, I haven't. By the way, can you tell me about insurance cover?

A: Yes. We've got three schemes. The first is the basic, which you get anyway. The second is 25 Australian dollars per day and covers damage to our vehicle. The third includes medical cover and costs 35 dollars a day.

B: I've got medical cover, so put me down for the second one.

A: OK. I forgot to ask you which city you want to collect the vehicle in?

B: We're arriving in Sydney at 1:30pm. I was wondering if you could meet us at the airport with the van.

A: Yes, we can do that for you. I'll just write that down in the notes section... You want to pick up the van at the airport... You'd better give me your flight number as well.

B: It's CA 301.

A: OK. I've got that. Will you be leaving from Sydney as well?

B: No. We are flying back from Melbourne.

A: Before we deal with that, tell me the date of your arrival.

B: It's the twenty-first of July, and we're arriving at 1:30pm.

A: Do you want to drop off the van at the airport as well?

B: Oh, Yes, please.

A: OK, hang on while I make a note of that... Dropping off van at Melbourne airport... Right. When are you leaving?

B: At 11:30am on the seventeenth of August. So we want it for four weeks.

A: You'll need to get to the airport an hour and a half before your departure. So I'll put 9:30am as the time when you return the van. Is that OK? That way you avoid paying for an extra day.

B: That's great. By the way, does the van have bedding?

A: Yes. You can either have sheets and blankets, or sleeping bags. It'll be our winter, so I would recommend sleeping bags. Is that OK?

B: Yes, please write that down.

B: The other thing I was wondering was if you rent out bicycles as well?

A: Yes. How many bikes do you want?

B: Two adult's and one child's.

A: No problem. Let me just make a note of that. Two adult's and one child's bicycle. OK, Mr. Lockey. I'll fax you the booking details and an invoice in the next couple of days. Let me just check I've got everything down in the notes section. You want to pick up the van at Sydney Airport and drop it off at Melbourne Airport. You're arriving on flight CA 301. You're taking sleeping bags and you want bicycles for two adults and one child.

B: That's great. Thanks a lot. Bye.

A: Goodbye, Mr. Lockey.

Part B

A: Come in. Hello Alfred, how are you?

B: Fine, thank you, Mrs. Morris.

A: So you've come to see me about the training seminar you want to go on.

B: Yes.

A: Well, Global Consultants is definitely a very good training provider. I've looked at the program and I think it's very relevant to your needs. Have you seen the memo and the application for funding for training that the human resources manager sent round?

B: Yes. Actually I have a copy of the application form with me. I wonder if I can go through it with you.

A: OK. Let's have a look. You need to say why you want the training, so say that I have drawn your attention to some weaknesses, which you want to work on. And this training seminar is just what you need. And mention that you've chosen this course because Global Consultants is a good company.

B: OK. When I say why I need the training, should I include everything that got a

three or lower on my evaluation report?

A: No. I know you only got a two for punctuality, but that's because you tend to be a bit late in the mornings. I know you make up for it at other times. So I'm not too concerned about that. The three areas I'm really concerned about are your time management, writing of your monthly sales reports and meeting of targets. You should have been able to get five new customers a month, which was your target.

B: I suppose you are right, but I'm not really very confident in talking to new customers. But what about my reports? I thought my English was good.

A: It's not your English that's the problem; it's the way you organize your reports. But anyway, don't worry. You'll learn, and I know that this high sales training seminar has a session on writing reports.

B: OK, let me make a note of that. So in the application for funding for training, I just mention the things you've pointed out to me which have to do with meeting targets, time management and writing sales reports, and I need training to improve my performance in these areas.

A: That's right. And point out the sessions in the seminar that are most relevant for those areas. You have to be specific about how they can help you. Don't bother with the other things on your evaluation report, and don't bother writing your grades or anything.

B: OK.

A: Then you need to say in what other ways the course might benefit you. Have you got the High Sales Training Seminar brochure with you? Good, let's look at which other sessions might also be useful. For example, what about session 2 on Friday? That could be very useful because you'll get a practical example.

B: Yes. A practical example would be useful because I have so little experience.

A: I know you're good with customers but you might learn something in session 5, as it's always important for salespeople to keep their customers satisfied.

B: Yes, I agree. I'm always interested in learning how to keep my customers happy.

A: But you don't really need this one on Saturday about PowerPoint as you've already attended a workshop and I know you are very good at it now.

B: Yes. So, I won't include that as an additional benefit of this training programme.

A: Right. What else? You could mention things like meeting people from other companies and learning from other people's experience. OK?

B: Yes, hang on. I just want to make a note of that. So, meeting people from other companies and learning from other people's experience.

A: Yes, by the way, how much is this course you want to do?

B: Well, including everything, which includes Friday nights at the hotel, it is two thousand, six hundred and thirty dollars.

A: As far as I remember, the limit for funding is two thousand dollars. Do you have to stay at the hotel?

B: Well. They say participants should, but I suppose I could go from home. I'd prefer not to spend any extra money if I can avoid it.

A: Well. Why not do that then? What would the total be then?

B: It'd be one thousand five hundred for the training, plus three hundred and eighty for the meals. That's... one thousand, eight hundred and eighty dollars.

A: That would be OK. And it leaves you a bit over for you to claim for travelling expenses. How much would that be?

B: I've already checked that. It's thirty dollars each way by bus.

A: So that's one hundred and twenty dollars. So it all adds up to exactly what the limit is. Don't forget to say I've given you permission to take the time off.

B: OK. What about the dates? There's a choice of three.

A: Yes, I noticed that. Next month is too soon if you want funding. And August is our busy season as we have our summer sales. So that only leaves you with one choice, doesn't it?

B: Yes, I suppose it does.

A: OK, Alfred. Is there anything else?

B: Yes. I'm not sure how to do the last part of this other application form, the one that I have to send to the course organizers.

A: Let me see. They want you to do a sales proposal. You have to write something about the product, the target market and how to sell the product. That's very interesting.

B: What should I do the sales proposal on?

A: Well, what about something from our new natural product line. Have you seen the brochure?

B: No, I haven't.

A: Here. Just let me find it for you. Here we are. Have a look.

B: Thank you. I rather like the natural soap.

A: OK. Let's think what we could do with the natural soap. When I first joined the company, they used to give us a leaflet called... *Helpful Hints For New Sales Representatives* or something like that. Let me just see if I've got a copy. Ah, here we are. I thought I still had a copy.

B: Thank you. Let me have a look. ...So I have to think about the market, or who will buy the product, how to get it to them and how to sell it to them, or get them interested in it. Well, that seems fairly straightforward. But I still don't really know what to write.

A: Well. Let's see. Let's start with M for market. Who do you think the target market is, for the soap?

B: Well, I suppose people who care about the environment, because the soap is made out of natural products and people with a reasonable income, because it's quite expensive.

A: Yes, I think so. Now for the O, organization. How would you get the product to these people?

B: Let me just write down that bit about the markets. People who care the environment, soap made of natural products, people with reasonable income, because it's expensive... Well, how to get the soap to them? I suppose I could go to the areas where they live or work.

A: So can you give any examples?

B: Well, I suppose I would go to a better-off area like the flats around Shatin City One.

A: That sounds good. What kind of shops would you sell the soap through?

B: Just a second. Shatin City One. What does this company leaflet say? It says in section 1, that most of our products are sold through supermarkets. So I would approach the largest supermarket in the shopping center there.

A: OK. What about transport? How would you get the bars of soap to these places?

B: Soap's not a very bulky product. So I think I would do what the leaflet suggests and book a company van.

- A: OK. Now for the S. How would you get people to buy it?
- B: Well... What about a demonstration? I would try to get the supermarket to allow me to demonstrate the soap to people. All I would need would be a small table and a water supply. Right? Oh, and the soap. And then I could invite people to try it.
- A: Yes, I suppose so. You would need small pieces of the soap, also you would need the paper towels and a bin to put the waste ones into. Is there anything else you could do, do you think?
- B: Sorry. I just want to write that down. Right. Now... back to the helpful hints... here in section 3, it suggests posting leaflets, so maybe I could employ some students to put promotional leaflets in people's letterboxes.
- A: Yes. That might be a good idea.
- B: So, is that all?
- A: Yes. I think so. Can you just recap for me?
- B: Right. *Let's see what I've noted down. I choose Shatin City One because it's a middle-class area. People there have reasonable income and they probably care enough about the environment to pay a little more. I would get a supermarket to let me demonstrate the soap. All I would need would be a table, the soap and water.*
- A: Don't forget the paper towels and the bin.
- B: Right. I forget those. I would also employ some students to put some leaflets through people's letterboxes.
- A: Yes. And you could also get them to hand leaflets out in the shopping centre. It's always full of people.
- B: Oh, yes. Get students to hand out leaflets in the shopping centre.
- A: OK. Let's see if we've forgotten anything. Oh, yes. The description of the product. But you can get all those kinds of details from the brochure on our products. The other thing that you might find helpful is the report that your colleague Tommy Chan wrote last year. Let me just... It must be somewhere... Where is it? ... Right I've got it. Have a look at this. You should find this helpful when it comes to describing the soap and target market. But remember, when it comes to talking about the sales strategy, this is a report of what happened, while in this application form, you have to say how you would sell the soap. And of course, you won't be making any recommendations.
- B: Yes, I understand. Can I take this report away with me?
- A: Of course, you can. Take the helpful hints leaflet as well.
- B: Thank you very much for your help, Mrs Morris.
- A: Not at all, Alfred. I'm glad you're trying to do something about your weaknesses. That's the kind of attitude I like.
- B: OK. Thanks again. Bye.
- A: Bye, Alfred and good luck with getting funding!
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