

Unit 8 – CONSULTANTS

Coursebook, page 73, exercise **READING AND LANGUAGE**



In the text, find words or expressions corresponding to the following definitions:

1. _____ = easily gained or earned finances (*paragraph 1*)
2. to _____ = to abandon or finish something (slang) (*par 1*)
3. _____ = position relative to that of others; high standing; prestige (*par 1*)
4. _____ = having or showing great excitement and interest (*par 1*)
5. to _____ = to produce, yield, or earn (profits or income) (*par 2*)
6. _____ = an amount represented in numbers (*par 2*)
7. _____ = a project that generates a continuous flow of money; a business or product that makes a lot of money for someone (*par 2*)
8. _____ = the internal operations of an organization that are not accessible or visible to the general public (*par 2*)
9. _____ = the ratio of the quantity and quality of units produced to the labor per unit of time; efficiency (*par 2*)
10. _____ = having or fostering a warm or friendly and informal atmosphere; marked by friendly intimacy (*par 3*)
11. _____ = in an extremely severe or violent way; terribly (*par 3*)
12. _____ = having someone as an employee (*par 3*)
13. _____ = a person who has reached high positions or has performed extraordinarily well (*par 3*)
14. _____ = having a great need or desire (*par 3*)
15. to _____ = to put forward or recommend (a person or thing) as a good or suitable example or candidate (*par 3*)
16. _____ = intentionally (*par 3*)
17. to _____ = to restrain (someone) or refrain from doing something (*par 3*)
18. to _____ = to force (*par 4*)
19. _____ = prepared to act in a dishonest or immoral manner (*par 4*)
20. to _____ = to confess or acknowledge (a crime or mistake); to concede (the truth of something) (*par 4*)

21. _____ = the ability to understand, after something has happened, what should have been done or what caused the event; wisdom or knowledge got only after something (usually bad) has happened (*par 4*)
22. to _____ = to damage; to destroy; to ruin (*par 4*)
23. to _____ = to found; to establish (*par 5*)
24. to _____ = to seek or request, esp. formally (*par 5*)
25. _____ = below an established or required level (*par 5*)
26. to _____ = to be under legal or moral obligation; to be limited (*par 5*)
27. _____ = a set of conventional principles and expectations that are considered binding on any person who is a member of a particular group (*par 5*)
28. _____ = a task; a duty someone has to carry out (*par 5*)
29. to _____ = to hire; engage (*par 5*)
30. _____ = adequate or acceptable (*par 6*)
31. _____ = the result or consequence of something (*par 6*)
32. _____ = something considered expensive and enjoyable rather than a necessity (*par 6*)
33. _____ = free for other use; unoccupied (*par 6*)
34. to _____ = *here*: to gradually reduce the size or amount (*par 6*)
35. to _____ = to extract; remove (*par 6*)
36. _____ = more than is needed, desired, or required; not necessary (*par 6*)
37. to _____ = to register formally as a participant or member (*par 7*)
38. _____ = difficult, complicated, problematic (*par 7*)
39. _____ = (of machines or methods) complex and using advanced technology (*par 7*)
40. to _____ = to assign officially to a job or position (*par 7*)
41. _____ = secured against failures (*par 8*)
42. _____ = a store of information in a form that can be easily handled by a computer (*par 8*)
43. _____ = the part of a bank's business that involves providing services to members of the public (*par 8*)
44. _____ = conducted within, coming from, or being within an organization or group (*par 8*)
45. _____ = within the allocated amount of finances; costing not more than originally expected (*par 8*)
46. _____ = plentiful; abundant; having a lot of something (*par 9*)

47. to _____ = to get started or set in motion (*par 9*)
48. _____ = formed or united into a whole; incorporated (*par 9*)
49. to _____ = a metaphor meaning that something is unused or not exploited (*par 9*)

Coursebook, page 74, exercise **BUSINESS SKILLS B**



Fill in the missing words in their correct form in the speech summary:

The speakers want to focus on some strategies (1) _____ used among buyers and (2) _____ – the limited (3) _____ in negotiating, making (4) _____, the importance of a (5) _____ (6) _____ and others.

If potential (7) _____ know you have the power to concede on your own, they may get (8) _____. However, if you tell them you have to check something with your boss and then if you (9) _____ the (10) _____, some (11) _____ authority will be (12) _____. You should (13) _____ a good (14) _____ so that you can continue to (15) _____ or come back to them later. You should avoid (16) _____ negotiations where you keep going back and (17) _____. (18) _____ (19) _____ will start with for example a one-per-cent (20) _____, and then (21) _____ to large ones. But this makes the buyer feel that that there was more they (22) _____ (23) _____ (24) _____.

However, professional (25) _____ start the other way round. As the process goes on, the (26) _____ they (27) _____ are getting smaller. In the end, the buyer feels they have got you down to the (28) _____ (29) _____. In (30) _____ negotiations the customer should feel as a winner too.

Then there is the negotiation (31) _____ (32) _____. What do you know about (33) _____ needs? What is your original (34) _____ price? What is your (35) _____ (36) _____ or (37) _____ number?

Now, what exactly the term '(38) _____ (39) _____' mean? It refers to the (40) _____ amount you were (41) _____. It is sometimes called (42) _____ – the (43) _____ (44) _____ (45) _____ a (46) _____ (47) _____. It represents the point where (48) _____ (49) _____ makes more sense than making a (50) _____. The real (51) _____ of good negotiations is to have decided (52) _____ (53) _____ what you can ask for (54) _____ (55) _____ for a price (56) _____. Buyers, like everyone else, (57) _____ not to (58) _____ anything they get for free or easily.