

TASK Complete the gaps with the words you hear:

It's clear from the feedback that I got from our customers that we have a problem with our brand image. They see us as **1.**_____. What's more, they say that our catalogues are unattractive and they feel just, well, **2.**_____ by the number of products we offer. There could be a **3.**_____ reducing the range of products. Let's face it, we have a lot of lines that really aren't great **4.**_____. We could **5.**_____ many items, as well, by producing more global and, uh, fewer regional products. As you can also see in my report, our customers often complain about the poor quality of our products and they say there's a lack of interesting new lines. Then we have what our sales reps **6.**_____. I really discovered **7.**_____ the types of obstacles our reps **8.**_____ - and I'm talking about very basic things like, uh, not being able to **9.**_____ popular items and not receiving the correct items ordered. We definitely have to work on our **10.**_____ and distribution systems. And our ordering procedures are as oldfashioned as our image! I mean what's with those 40-page order forms you gotta **11.**_____ and mail to the office? Our own estimates show that orders aren't properly filled 30% of the time! It makes it difficult for agents to increase their sales, and, uh, **12.**_____ and for us to, uh, keep our reps. For me, recruiting and retaining sales reps has got to be a priority. Now, I'd appreciate your feedback on my **13.**_____ -....