



Advanced Level

You were spoken highly of by all

WARM-UPS

1. Do you know anyone who is well respected by everyone in your country?
2. Why is he/she very respected by all?
3. Would you like to be like him/her? Why or why not?

CONVERSATION

Note the underlined phrases; they're called business idioms.

A: Mr. Gasmond, would you tell me why you have chosen our company to represent your product here in Korea?

B: I was very impressed with the ability of your company to weather the economic storms that it has been through. You seem not only to have survived them, but to have prospered during them as well.

A: Hmmm, it sounds as if you have already contacted the bank references that we gave you.

B: Yes, I have. You were spoken highly of by all. It seems that you've maintained an excellent reputation along with high consumer confidence in your products.

A: That's correct. In order to achieve this, we undertake rigid market feasibility studies before we launch any new product. If we get the go ahead on your proposal from our board of directors, as I expect we will, that will be the phase of operations.

B: Fine. I'll have to report back to my people in the States before too long. When is your next board meeting?

A: Early next week. We should have a definite response to your offer.

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Vocabulary

Match the correct meaning of the word.

A

1. represent(v)
2. impressed(v)
3. ability(n)
4. survived(v)
5. prospered(v)
6. contacted(v)
7. references(n)
8. maintained(v)
9. excellent(adj.)
10. reputation(n)
11. undertake(v)
12. rigid(adj.)
13. feasibility(n)
14. proposal(n)
15. phase(n)
16. definite(adj.)
17. response(n)
18. offer(n)

B

- a) answer
- b) proposal
- c) possibility
- d) suggestion
- e) period/start
- f) sure
- g) speak for/stand for
- h) impacted
- i) outlived
- j) capability
- k) reached
- l) flourished
- m) strict/hard
- n) testimonial
- o) sustained
- p) terrific
- q) take on/do
- r) dignity/good name

Business Idioms	Meaning
To weather the storms	to survive; to overcome
To be spoken highly of	to be spoken well of; to be complimented or receive praises/good words
To launch a product	start selling a new product
A go-ahead	authority; approval; permission
Before too long	soon