TOEIC 900 Business English Lesson:

Lesson 8: Sales Strategy Brainstorming

Role-Play Dialogue Text (Approx. 10 minutes):

Sales Manager: Good morning, team. We need to brainstorm new strategies to boost our sales figures.

Team Member A: Good morning. I think we should focus on digital channels to reach more prospects.

Sales Manager: That's a good point. If we optimize our online campaigns, then we could see an increase in conversion rates.

Team Member B: I agree. I propose that we invest in targeted social media advertising. This approach might generate higher revenue.

Sales Manager: Excellent ideas. Let's combine these strategies and develop a detailed plan.

Team Member A: I'm confident this strategy will be beneficial for our overall sales performance.

Sales Manager: Let's finalize the proposal and present it at our next meeting.

Comprehension Questions and Sample Answers (Approx. 5 minutes):

1. **Q:** What is the goal of the brainstorming session?
   A: The goal is to develop new strategies to boost sales figures.

2. **Q:** How does the team use conditionals to suggest improvements?
   A: For example, "If we optimize our online campaigns, then we could see an increase in conversion rates."

3. **Q:** Which modal verbs are used?
   A: "Should" and "could/might" (e.g., "we should focus on digital channels," "this approach might generate higher revenue").

4. **Q:** What is the final plan proposed?
   A: To combine the ideas into a detailed sales strategy proposal.

Teacher's Lesson Points (Concise Version):

- **Prep:** Review vocabulary (sales, conversion rate, prospect, strategy, revenue) and conditionals.
- **Intro (2–3 min):** Discuss recent sales trends briefly.
- **Reading & Analysis (10 min):** Student reads dialogue; focus on clarity and persuasive language.
- **Comprehension (5 min):** Ask questions; offer feedback.
- **Role-Play:** Teacher as Sales Manager, student as team member.
- **Wrap-Up (2–3 min):** Summarize discussion; assign homework (draft a short sales strategy using modal verbs and conditionals).