

Sales Forecasting and Target Setting

Role-Play Dialogue (Approximately 10 minutes)

Characters:

- Sales Manager (**SM**)
- Chief Financial Officer (**CFO**)

SM: Good morning. I've reviewed the latest sales figures, and I believe we need to reassess our projections for the next quarter.

CFO: I was about to bring that up. If we adjust our forecast based on current trends, then we could meet our targets more effectively. Have you identified any specific areas where we are underperforming?

SM: Yes. While overall sales have been stable, our B2B sector has seen a decline. If we enhance our outreach strategy, we might be able to regain lost ground.

CFO: That makes sense. We should also review expenditures in these areas to see if any adjustments are necessary. Have you considered revising sales incentives to boost performance?

SM: That's a great point. If we introduce higher commissions for large contracts, we may encourage our team to focus on high-value clients.

CFO: We also need to consider external factors. Market trends suggest that demand might slow down next quarter. If we remain proactive, we should be able to navigate the downturn.

SM: Agreed. I will refine our sales projections and share a revised report by the end of the day.

CFO: Excellent. Let's review the updated forecast together tomorrow and finalize our target adjustments.

SM: Sounds like a plan. Thank you for your insights.

Comprehension Questions and Sample Answers (Approximately 5 minutes)

1. Why does the Sales Manager suggest reassessing projections?

The Sales Manager believes current sales figures indicate a need for adjustments to ensure realistic targets.

2. What issue is the B2B sector facing, and what is the proposed solution?

Sales in the B2B sector have declined. The Sales Manager suggests enhancing outreach strategies to regain lost ground.

3. What incentive is suggested to improve sales team performance?

Introducing higher commissions for large contracts to motivate sales staff.

4. How does the CFO propose to handle external market factors?

By remaining proactive and adjusting forecasts in anticipation of a potential market slowdown.

Teacher's Lesson Points (Concise Version)

Pre-Class Preparation:

- Review dialogue, key vocabulary (forecasting, targets, projection), and grammar points (modal verbs, conditionals).
- Be prepared to clarify details and provide examples.

Introduction (2–3 minutes):

- Begin with a discussion on sales forecasting.
- Ask students about experiences or knowledge regarding business targets.

Reading & Analysis (10 minutes):

- Have the student read the dialogue aloud, focusing on pronunciation and intonation.
- Highlight key phrases, grammar structures, and business vocabulary.

Comprehension Check (5 minutes):

- Ask the provided comprehension questions.
- Offer immediate, constructive feedback and explanations.

Role-Play Practice (Remaining Time):

- The teacher plays one role (e.g., CFO) while the student plays the other (e.g., Sales Manager).
- Encourage natural responses using the targeted vocabulary and grammar structures.

Wrap-Up (2–3 minutes):

- Summarize key points and review essential vocabulary.
- Assign a homework task: Write a brief sales report using modal verbs and conditionals.