

Unit 13 | Reminders

A | Follow the Shaded Brick Road

P	E	R	S	U	A	S	I	V	E	
D	E	A	D	L	I	N	E			
O	P	P	O	R	T	U	N	I	T	Y
O	C	C	U	R	R	E	N	C	E	
D	E	B	T	O	R					
A	R	R	E	A	R	S				
S	O	L	I	C	I	T	O	R		
R	E	C	O	N	S	I	D	E	R	
O	V	E	R	D	U	E				
C	O	N	S	E	Q	U	E	N	C	E

B | Intentions

- 1**
1. c.
 2. f.
 3. i.
 4. a.
 5. d.
 6. h.
 7. b.
 8. g.
 9. j.
 10. e.
- 2**
1. **We would like to draw your attention to** our invoice 89/10-GP of 24 May.
 2. **We must insist that** you remit the amount by 18 October at the latest.
 3. Should you fail to remit the amount in time **we shall be forced to** take legal steps.
 4. As you have always paid punctually **we are greatly surprised at** this delay in payment.
 5. **We trust that** you will look into this matter immediately.
 6. **You will certainly understand that** we will have to change our terms of payment unless you meet this deadline.
 7. **We would be grateful for** an early settlement.
 8. **We are deeply sorry that** there has been a delay in effecting payment.
 9. Due to the insolvency of a major customer **we are not in a position to** make any payments at present.
 10. **We assure you that** your invoice will be paid in full, once business has picked up.

C | First reminder

- 1 1. escaped 8. within
 2. note 9. settle
 3. overdue 10. cash
 4. late 11. delay
 5. oversight 12. convinced
 6. Nonetheless 13. disregard
 7. transfer

2

Connor Building Products

MEMO**From:** Keira Ferguson**To:** Robin Scott**Date:** 22 April 201_**Subject:** Invoice and reminder from the Riverside Inn

Robin,

Martin Shaw has just informed me that there must have been a misunderstanding on his part. He did not pay the Riverside Inn's invoice because he assumed that you had already paid by credit card and Jamie Frank had sent the invoice for our records. He apologises for the oversight and will remit the invoice amount immediately. The money should be credited to Jamie Frank's account within two days.

D | Replies to reminders

delay
 affected
 major
 somewhat
 respite
 temporary
 relations
 assured
 expecting
 receiving

E | Word usage

1	to tell someone something that may upset, disappoint, annoy or even worry them	to be frightened	to say either 'yes' or 'no'
	4. - 8. - 9.	1. - 2. - 5. - 10.	3. - 6. - 7.

- 2**
1. borrowed
 2. borrowed
 3. lent
 4. borrow
 5. lend
 6. borrowed
 7. borrow
 8. lend
 9. lend
 10. lent

F | Grammar

- 1**
1. While
 2. During
 3. while
 4. During
 5. While
 6. during
 7. While
 8. While
 9. while
 10. during
- 2**
1. During dinner John noticed that he had forgotten his mobile phone in the office.
 2. While Carole was on holiday Deborah looked after her customers.
 3. The HR manager was interrupted several times during his presentation.
 4. Our sales dropped considerably while the transport workers were on strike.
 5. The head engineer still made a lot of changes to the equipment during production.
 6. We are waiting for the remaining participants. Meanwhile I will hand out some questionnaires I would like you to fill in.
 7. Could you get some coffee and sandwiches. Meanwhile I will set up the equipment in the conference room.

G | Translation

Retail financial services are an essential part of the everyday lives of EU citizens. Examples include bank accounts, payments, private loans, mortgages, savings, pensions, financial investments and certain insurance products. They facilitate participation in economic activities, allow long-term planning and offer protection in case of unforeseen events.

However, despite significant progress in recent years, studies show that the integration of cross-border financial services for retail customers appears not yet to have completely exhausted its potential and that competition seems insufficient in some areas, leaving EU consumers unable to take full advantage of the benefits of the Single Market

One of the benefits of a single market is for instance increased competition. Competition in some markets, however, – above all in areas such as payment and other banking services – is not strong enough so that consumers frequently cannot benefit from better or less expensive services offered in other EU countries. Unless further efforts are made, European financial markets will probably remain fragmented.

Unit 14 | Marketing and sales

A | Crossword

Across

1. alienate
5. prestigious
7. enhance
8. professionalisation
14. upmarket
15. outlet

Down

2. sponsoring
3. donation
4. charity
6. ecological
9. vehicle
10. target group
11. preference
12. positioning
13. brand

B | Launching a new product

1

	Sound, Light & Pyromania	Elite	Celebrities Inc
Creativity	launch of Sun washing powder, illumination, special effects	events for top-ranking VIPs, access to really exclusive venues in and around Dallas	testimonials from celebrities
Experience	well-established agency, in the business for more than 15 years	very young agency, founded two or three years ago	set up ten years ago, father of owner is a Hollywood studio boss
Proximity	based in Dallas	just outside Dallas in Farmers Branch	New York
Price	slightly higher prices than competitors	affordable prices	might exceed our budget