

Contextualised Lexis: Strategic Marketing

1 A marketing team is holding a strategy meeting to discuss ways of increasing sales and profitability. Complete the suggestions in the yellow speech balloons using the prepositions in the box.

up (x3) into (x2) out (x2) after with down from

START HERE →

1 OK, thanks for coming, everyone. You all know the situation. So let's hear your thoughts...

2 Well, I'd say we need to **come** _____ some ideas for new products and fast!

3 So it's a question of _____.

4 Hold on. First, we need to know exactly how we **measure** _____ the competition.

5 You're talking about _____, right?

6 In my opinion, we need to **look** _____ our best clients. They give us the most business.

7 So you're saying it's a matter of _____.

8 No, look. What we really need to do is **stand** _____ the competition.

9 In other words, we're talking _____, right?

10 In my view, we simply need to **bring** _____ our overheads. They are much too high.

11 So it's just a matter of _____, then?

12 Well, you know, I think we need to **bring** _____ a much wider range of products.

13 We need to **speed** _____ our delivery processing. That's how we're losing orders.

14 So the real problem is _____?

15 No, we need to **break** _____ smaller, more specialist markets. They're the future.

16 We should be looking at _____?

2 Match each phrasal verb you made in 1 to the most similar verb below;

produce = _____ accelerate = _____ reduce = _____ launch = _____ investigate = _____

penetrate = _____ compare with = _____ be different from = _____ take care of = _____

3 Now complete the paraphrases in the grey speech balloons using the terms below:

differentiation lead times niche marketing cost-cutting diversification
 benchmarking product innovation customer service brand-stretching

4 **Highlight** expressions in 1 you can use to a) give opinions and b) paraphrase what someone else has said.

5 Work with a partner. Take turns to read out the yellow speech balloons in 1 and get your partner to paraphrase your suggestions without looking at their book. Try to support each suggestion with one or two points of your own.