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https://www.100test.com/kao_ti2020/150/2021_2022_BEC_E9_AB_98_E7_BA_A7_E5_c85_150789.htm 51. Management: the importance to a company of an effective personnel management policy52. Customer relations: how to ensure that a client ' s visit to your workplace is successful53. Personnel management: the importance of a clear career structure for ensuring job satisfaction for all employees54. Product promotion: how to choose the most appropriate method for promoting a particular product55. Personnel management: the importance of internal promotion as an incentive for staff56. Customer relations: how to persuade an important client to place a substantial order for a company ' s products or services57. Strategic planning: the importance of appointing external consultants to evaluate a company ' s performance58. Recruitment: the importance of assessing personality when interviewing job applicants59. Financial management: how to reduce costs on business trips61. The importance of making customers feel valuedA: in my opinion making your customers feel valued is very important. First, It can maintain the customer ' s loyalty to your products so that you can further strengthen your company ' s customer base. Second, valued customers often pay their attention to your company ' s development and they would like to give you some advice or suggestions which you can use to further promote the quality of your company ' s products or services. This will in turn help you to attract more customers and

make them feel valued. Therefore I believe that making your customers feel valued is of great importance.⁶² The importance to a company of controlling expansionA: it is very important for a company to control its expansion. First, if a company expands too fast without any control it will soon face a variety of problems. For example the budget of this company will become tight because it has to spend money in setting up branches or recruiting more employees. Besides, the structure of this company will become more and more complex which will probably lead to the lack of efficiency in terms of communication, responsiveness and leadership. On the contrary if a company can keep itself at a reasonable size which keeps up with its development, high efficiency will be achieved in the operation and management of the company. Therefore, this company will have a better chance to develop itself.⁶³ How to ensure that agents maintain a high level of effectiveness when representing a companyA: there are several methods we can use in order to make our agents maintain a high level of efficiency. First, we must enhance our agents ' awareness that they are parts of the company and what they do and say when representing our company is of great importance to the development and benefits of the company. In this way we can improve our agent ' s work ethics and give them clear objective. Second, we can train those who are lacking of experience or skills to improve the level of their effectiveness. Third, we can build an incentive system in our company to encourage our agents to maintain high level of effectiveness. Of course those who are unwilling to work hard will be punished or

even fired.⁶⁴ The importance of planning work time effectivelyA: first an effective timetable planned by the company can avoid unnecessary time-consuming work which will have to be done by more staff than necessary. Therefore individual efficiency can be achieved. Second, an effective timetable explains in detail every step the staff need to follow to finish the work and the exact time they will spend, which will enable the staff to get clear idea about the time limitation and to finish every step before deadline. Therefore the production or service of the company will go at a fast pace.⁶⁵ How to ensure inter-departmental co-operation on new projectsA: to ensure inter-departmental co-operation on new projects the first thing we should do is to set up a clear objective among all departments. Everyone in every department should know exactly what the company will do with these new projects, what the company expects from the new projects and what each department should do during the inter-departmental co-operation. Second, an intra-net should be built in the company so that every department will have the chance to communicate with others about their plans on the new projects. In addition, different ideas can be discussed and final decision can be made on net. Third, a sound environment of teamwork should be encouraged and special attention should be paid to establishing inter-departmental teamwork spirit. 100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com