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建议阅读原文

https://www.100test.com/kao_ti2020/150/2021_2022_BEC_E9_AB_98_E7_BA_A7_E5_c85_150795.htm 11. Staff management: how to ensure effective lines of communication between the workforce and management
As the leader of the company you should open up a channel for the workforce and management to communicate directly. For example you can hold a monthly meeting within the company, which is attended by both the reps from workforce and management. They are allowed to talk with each other openly and freely to exchange views and opinions. They can also set common objectives. You should achieve this effectiveness by making use of up-to-date technologies. For example you can set up a forum on the intranet of your company so that every member can air and exchange their views on the forum. In this way a effective line of communication will be set up. You should set up an incentive system to make your staff talk with their line managers. 12. Finance: how to ensure accurate cashflow forecasts
you should establish a monitor system in the first place to detect any possible cashflow gap which will occur during your production and operation. This system can calculate the balance between your income and expenditure on a daily base. And should there be any sign of cashflow problems the system will warn your staff to do something about it before hand. In order to achieve the accuracy you must set up a report system which demands every manager report the current financial status of his or her departments. The information will be collected everyday for you

to take consideration. 13. International sales: how to decide which sales incentives to offer a new foreign customer (本题做为思考题, 请大家考虑一下。我们下次课将要学到。) 14. Recruitment: how to ensure that the best applicant for a job is selected (how to ensure that the best candidate for a post is selected) During the selection process we should pay attention to the candidates' quality and attribute. Quality refers to the candidate's ability to conduct his or her future work. During the interview candidates will have to be asked to demonstrate their ability to solve problems and deal with emergencies. In addition the other important factor should also be considered. That is the attribute of the candidate. It has something to do with the candidate's character and value. Those whose value is in the conflict of the company's ethics will not be considered as best candidate even if they demonstrate remarkable ability in their work. 15. How to decide whether to float a company on the stock market A: we should check the policy concerning listing a company onto the stock market. Different stock exchanges have different policies and requirements. We should check these policies or requirements to see that if our company meets the demand so as to be listed on the stock market. For example according to the policy of many SEs, the total capital of a company should meet a certain level before it can be listed. Besides, its after-tax profits should also reach a certain level. So check these policies to see if our company is qualified to be listed onto the stock market. Second, we should understand and are willing to take the responsibilities that a listing company has to bear such as disclosure director's duty all kinds of

expenses tax and so on.16. Training: the importance of training staff to use new technologyA: it is a very important step to train your staff in how to use the new technology. First of all most of your staff won't be familiar with this technology since it is new and unless you train them they will spend much more time in getting used to it. Therefore your training is worthy in getting your staff to understand the new technology. Secondly you still won't enjoy the high efficiency brought up by the new technology if you can't achieve the perfect combination of your staff and the new technology which is only possible through training. The last but not the least you can improve your staff's ability to harness the new technology through your training program and make them more confident in their work, which will definitely enhance the efficiency of your company.17. The importance of selecting appropriate members of staff to attend exhibitions

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