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SHARON : Well , you two. I have good news from Ms. Wells. CANDY : Are we opening the new shop ? SHARON : Not just that , Candy. Ms. Wells wants me to tell you that we will be opening two new shops. CANDY : Two ? ANDREW : So fast ? SHARON : Yes , two. Theyve just decided on the second location. And Ms. Wells wants to thank us especially. CANDY : She is a very aggressive woman. Two shops at once ! How will they have the staff for that ? SHARON : That isnt our concern , Candy. But Ms. Wells says she wanted to thank us especially. She wants to take us to dinner this Saturday. ANDREW : Great. So I guess our television ads worked. SHARON : If we judge by Aprils sales , they worked almost miraculously. ANDREW : That good ? SHARON : Yes. According to what Ms. Wells told me , sales are up around 65% at all three stores. CANDY : Excellent ! And she thinks it was because of the TV ads ? SHARON : Yes. What else ? She says she is very grateful for your idea , Andrew. That concept was dynamite. ANDREW : I thought we should promote more directly to younger women. So it worked. Im glad. SHARON : Now we need to develop the concept more. Im thinking about more newspaper ads and billboards. And maybe a new TV ad as well. ANDREW : For newspaper ads , we will have to work with a different advertising agency. The Tate Company only does television. SHARON : I know that. Can you

try to set up some meetings with other agencies , Candy ? CANDY

: Sure. Ill call around. I just need to know your schedule.

SHARON : Well have to work hard on this , you two. Ms. Wells thinks we may be able to steal the market from the shopping malls.

So she wants to hit them hard , and hit them fast. ANDREW :

That sounds more like military strategy than makeup sales.

SHARON : Well , you know , Andrew beauty products are like anything else. Business is war , whatever you sell. 夏伦 : 嗯 , 你们

两个。 我从威尔斯太太那儿听到好消息。 肯蒂 : 我们要开新的店吗 ? 夏伦 : 不止是那样 , 肯蒂。 威尔斯太太要我告诉你们

我们将要开两家店。 肯蒂 : 两家 ? 安卓鲁 : 那么快 ? 夏伦 :

是的 , 两家。 他们才刚决定第二家店的地点。 威尔斯太太特别要谢谢我们。 肯蒂 : 她是非常有冲劲的女人 , 同时开两家

家店 ! 他们要如何找到工作人员呢 ? 夏伦 : 那并不是我们所担心的 , 肯蒂。 但威尔斯太太说要特别谢谢我们。 她要在这个

星期六带我们去晚餐。 安卓鲁 : 真好 , 所以我猜电视的广告有效了。 夏伦 : 如果我们从四月份的销售额来看 , 他们几乎创造了奇迹。

安卓鲁 : 那么好 ? 夏伦 : 是的。 按威尔斯太太所告诉我的 , 在三个店面销售都上升百分之六十五。 肯蒂 :

太好了 ! 她相信是因为拜电视广告所赐的 ? 夏伦 : 是的。 还有什么呢 ? 她说她非常感谢你的构想 , 安德鲁。 那个概念真具爆炸性。

安卓鲁 : 我认为我们应该直接向年轻女性来推广。 这是有效的 , 我很高兴。 夏伦 : 现在我们需要再开发一些构想。 我在想有关报纸广告以及设立广告牌。 及一个新的

电视广告。 安卓鲁 : 有关报纸广告 , 我们需要再找一个煌墓愀媧砒獭 ? br> 泰德公司只做电视广告。 夏伦 : 我知道。 你

可以再安排一些跟代理商的会谈吗，肯蒂？肯蒂：当然，我会联系一下。我只是需要知道你的时间表。夏伦：我们必须要在这方面很努力，你们两位。威尔斯太太希望我们能够把百货公司的市场给抢过来。她要大大地打击他们，而且要快速。安卓鲁：那比较像军事战略而非化妆品的销售。夏伦：嗯，你知道，安德鲁化妆品就像其它的事情一样。商场如战场，不管你是卖什么。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