

Market Leader Intermediate Assignment 6.3

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Skills – Part B

Study the Useful Language box. Then listen to the audio file and try to write down all the numbers in full. For example 105 points → a hundred and five points.

Case Study – Background

Read through the background information and the Rules of the Competition in order to understand the situation. Then listen to the two audio tracks. Complete the listening exercise for the first one, and write down your responses for the discussion questions in the second one. Be ready to discuss your answers to the questions with your teacher in class.

Case Study – Task

Prepare a sales pitch for one of the four products (Sculptures, Anti-wrinkle cream, lunch box, or car cleaning). You can choose which product is most interesting to you and then turn to the coordinating page, which gives information about that company and product. You can also add your own creative ideas to the sales pitch. Your teacher will act as a tycoon by asking you questions about your product and trying to negotiate with you about the terms of investment. So you need to be ready to defend your product and investment terms.

If there is time, you will switch roles with your teacher, who will do a short pitch and you will also need to represent a tycoon, so you should skim through the other products to get a general idea of what they are.